March 1994

TearSheet

Case Histories

Terry L. Beilhart
Asst. Advertising Director
READING EAGLE
345 Penn St.
Reading, PA 19601

Holiday color separation from Nov. 93 *PMS*, page 26, "...worked great for a Christmas gift subscription ad for our circulation department," according to Beilhart. Art used as originally presented.

We'll Deliver Anywhere...
An ideal gift for college students and military personnel away from home.
READING
Reading
Whether you want it delivered right next door or all the way to the North Pole, a *Reading Eagle/Reading Times* newspaper subscription is an ideal Christmas gift for someone who wants to stay in touch with news from home.
Call the Circulation Department today to arrange a gift subscription tailored to your specific needs. For example choose from...
Daily Eagle or Times / Sunday Eagle
13 Weeks.....$27.30 $19.50
26 Weeks.....$54.60 $39.00
52 Weeks.....$109.20 $78.00
Mail subscription prices do not include postage. Postage for subscriptions for college students and military personnel will be paid by Reading Eagle Company when inside the United States.
EAGLE
Times
Phone
376-0303

Case Histories

Randy J. Noble
Account Executive
PENNY SAVER
621 4th Ave. SE.
Cedar Rapids, IA 52401

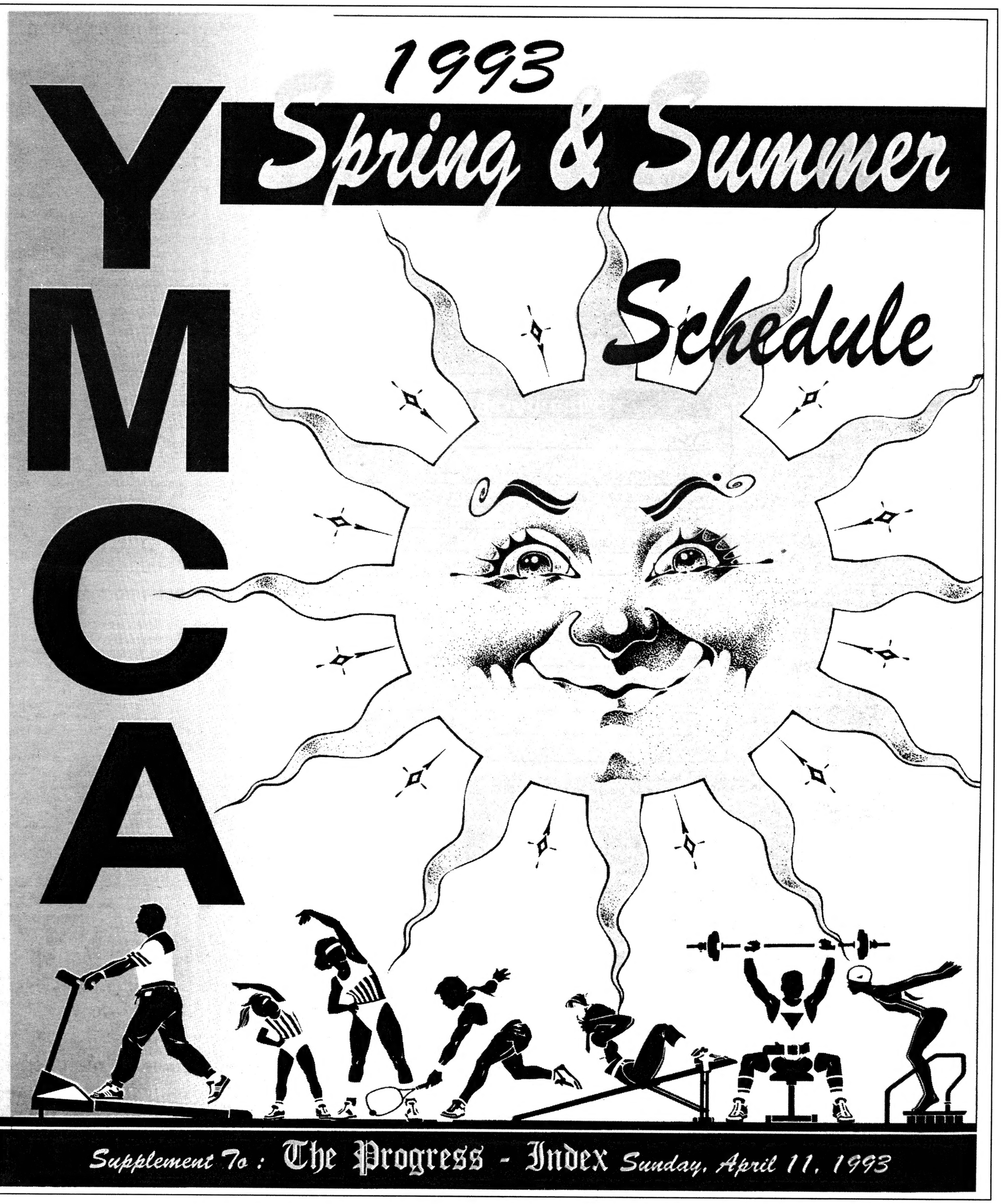
Coupons, copy, and logo added to "hot" ad frame from October 93 *PMS*, page 17, to create large ad for deli. Flames and match lifted from art for ad announcing new grill items.

HOT DELI
Our New Grill is OPEN
Hot Specialty Deli like
• N.Y. Ribeye Steak & Cheese
• Philly Cheese Steak
• 1/3 lbs. All Beef Burger
• Grilled Chicken Breast Filet
McPhilsters
American Deli
est. 1992
3907 Co... Point Rd. N.E. • 378-1817

Case Histories

Monté R. Bracy
Advertising Director
THE PROGRESS-INDEX
15 Franklin St.
Petersburg, VA 23803

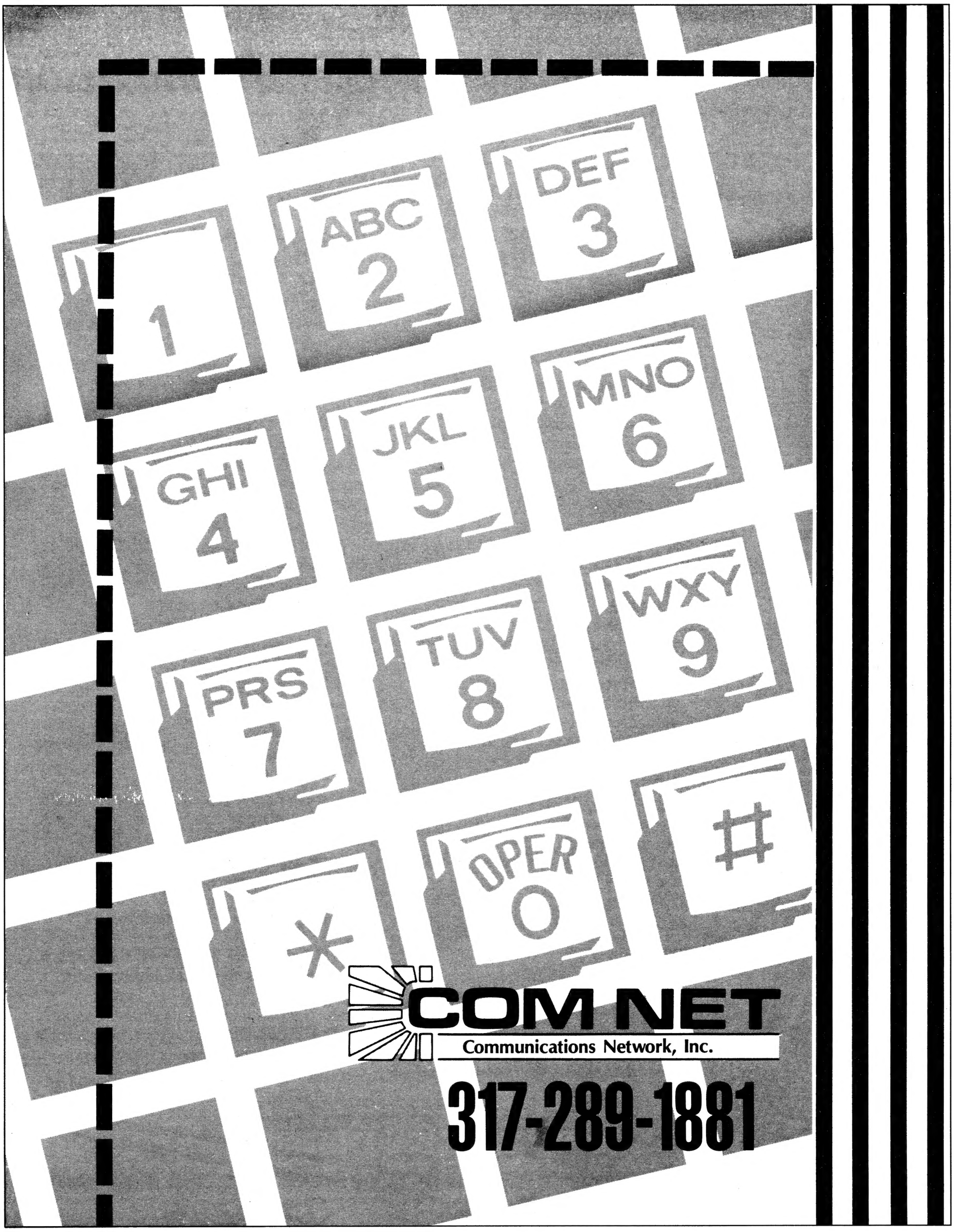
Smiling sun from June 92 *PMS*, page 6, shines down on exercising people from Sept. 91 *PMS*, page 2. Sun and some type printed in bright yellow, exercisers printed in black. The art was scanned, then layout and color separation completed on a Macintosh®.



Case Histories

Deirdre L. Tschuor
Graphic Designer
GRAPHIC MENUS
St. Rd. 3 N.
Eaton, IN 47338

Dramatically enlarged push-button panel, lifted from April 92 *PMS* telephone, page 18, featured on cover of promotional piece for Communications Network, Inc. Printed in dark green and burgundy on slick stock. More *PMS* art featured on inside spread and back cover.



Case Histories

Huw Jones & Tom Thacker
Visualizers/Designers
NORTH WALES WEEKLY NEWS
Vale Rd.
Llandudno Junction
Gwynedd Wales LL39334

Red type and border combined with photo of businesswoman from Sept. 85 *PMS*, page 14, make this special business and industrial supplement really stand out. Red graduated screen run over all. Printed on newspaper stock.

North Wales
BUSINESS & INDUSTRIAL REVIEW 1993

A Special 8 Page Supplement by the North Wales Weekly News

Case Histories

Kelly M. Rice
Creative Artist
ADVO, INC.
861 Corporate Dr. Ste. 204
Lexington, KY 40503

Rice puts a different twist on romantic couple from Feb. 92 *PMS*, page 2. "Because the client had such a great sense of humor, I wanted to convey their image in an eye-catching and witty way," said Rice. Printed in purple and teal.

DARLING, I JUST LOVE YOUR HAIR – IT REMINDS ME OF MY EX-GIRLFRIEND!
WHAT'S WRONG WITH THIS PICTURE ?
MAYBE IT'S TIME TO CHANGE YOUR IMAGE!
VISIT THE BARBER SHOPPE AT OUR NEW LOCATION FOR A
FREE CONSULTATION
AND HAIR ANALYSIS
FOR A NEW LOOK YOU CAN DO!
Offer Expires Nov. 30th
CALL TODAY FOR AN APPOINTMENT!
the barber shoppe
203 south limestone
lexington, kentucky
606 • 269 • 4334
THE-454187-A1

PMS Cover Story: Notice anything unusual about this month's cover? We wanted to show you just a few of the things you can do with the color separation shown on page 26. Elements were lifted out and used to create an ad, a brochure, a post card, a promotional piece, and a logo. The paintbrush and swash were lifted from the "Painting" element and enlarged. The background of the color separation was extended and used to create the background for the cover. The designer created the burst and added a radial grad. "Print Media Service" and date are Avant Garde. Printed in process colors on Carolina cover stock.

Trade Shows: This month Dynamic Graphics' representatives will be at **Tech Graphics,** Seattle, WA, Mar. 3-5; **Imprinted Sportswear,** Philadelphia, PA, Mar. 11-13; **Sunbelt Graphics,** Atlanta, GA, Mar. 24-26; **Graph Comm 3,** Philadelphia, PA, Mar. 24-26.

Graphic Embellishments July 93 Clipper

when overdoing it starts to be a real pain

Get relief from back pain with quality care by our professional staff of chiropractors. Call today to schedule your appointment.

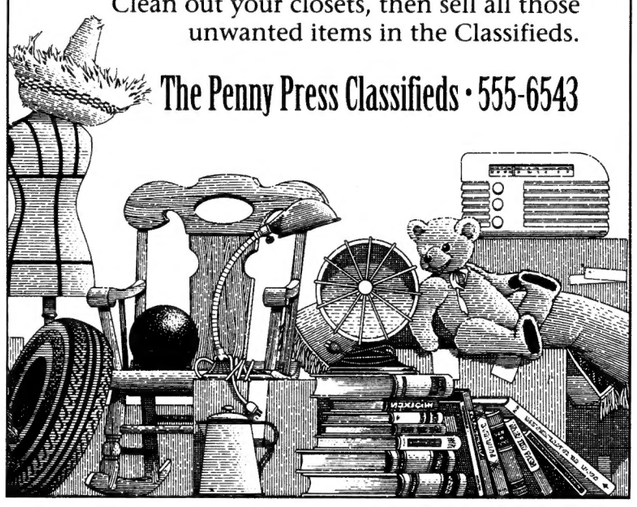
Patterson Chiropractic Center
6749 Jackson Blvd., Suite 24A • Insurance Accepted & Filed • 555-2759

Ads, below and right, use same art with slightly different headlines to convey the theme "One man's junk is another man's treasure." For maximum effect, run both ads on same page opposite one another.

Sell your old stuff.

You can make fast cash the easy way! Clean out your closets, then sell all those unwanted items in the Classifieds.

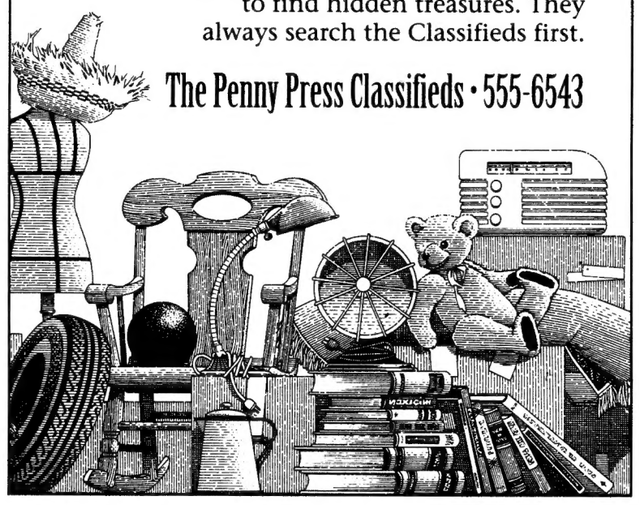
The Penny Press Classifieds · 555-6543



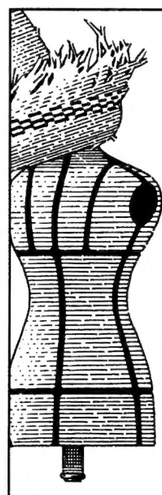
Buy some new stuff.

Smart shoppers know the best place to find hidden treasures. They always search the Classifieds first.

The Penny Press Classifieds · 555-6543



To continue regal feeling of frog prince art on retirement village ad, below, "Spring" headline is centered in diamond shapes.



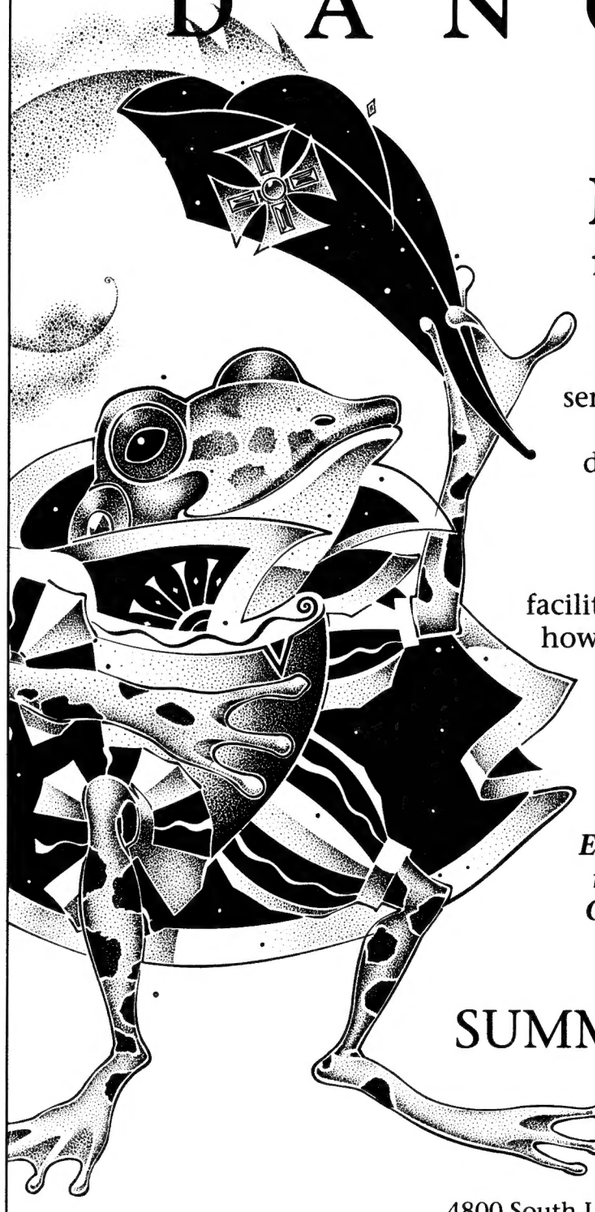
Almost Nothing To Wear This Spring?

Shop here for the latest looks in women's fashions at really affordable prices.

Bab's Boutique
4567 East Wilson • M-S 10-9

You're Invited To Our Annual

SPRING DANCE



Saturday, March 19th from 8 to 11 p.m.

Attention dynamic seniors! Enjoy a fun-filled evening of socializing, dancing, and fellowship at our Annual Spring Seniors' Dance.

First, take a tour of our facilities and see for yourself how well they are designed for the active senior lifestyle. Then, dance the night away to the sounds of the Ben Miller Band.

Enjoy refreshments and register for door prizes. Call 555-2345 for more information.

SUMMIT SQUARE
Retirement Village

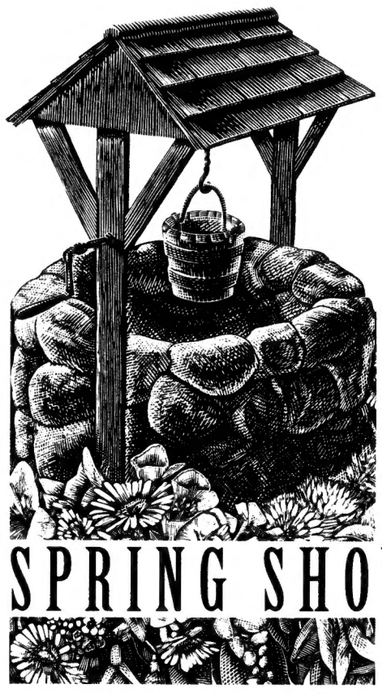
4800 South Lawndale Road, Libertyville

SALE INTO SPRING
AND SAVE
LIKE NEVER
BEFORE AT
OUR ANNUAL

SIDEWALK SALE

SATURDAY,
MARCH 26

Tinley Square
7894 North Jefferson Parkway



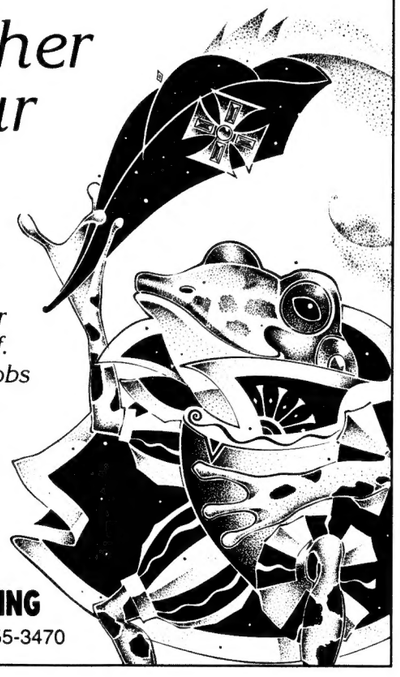
Bridgeport Mall's Arts & Crafts Show
March 12th & 13th
Regular Mall Hours

Come see the largest display of quality art and craft items in the state. You'll find over 150 exhibitors offering needlework, ceramics, wood carvings, baskets, and demonstrations.

SPRING SHOWCASE

Located At The Corner Of Route 45 and Lincoln Road

A feather in your cap...



That's what you get with quality printing from our professional staff. We finish most jobs within 24 hours, and if your job isn't done on time, it's free. Guaranteed!

BENSON PRINTING
784 N. Jefferson • 555-3470

YOU CAN REALLY

Clean Up

with a Qwik Access Credit Line

Borrow money the easy way! A Qwik Access Credit Line makes funds available to you 24 hours a day, seven days a week through the Qwik Cash Automatic Teller Network. Our phone application system makes it simple to apply. Call today!

MUTUAL CREDIT UNION
9854 S. McKenzie • 555-5600

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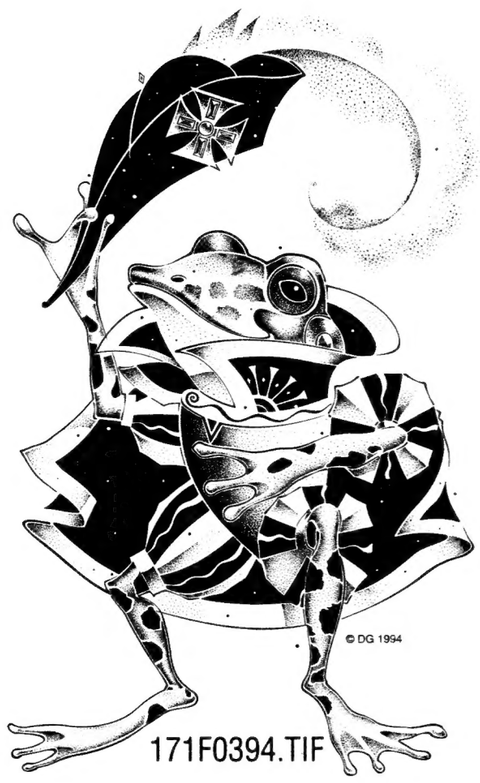

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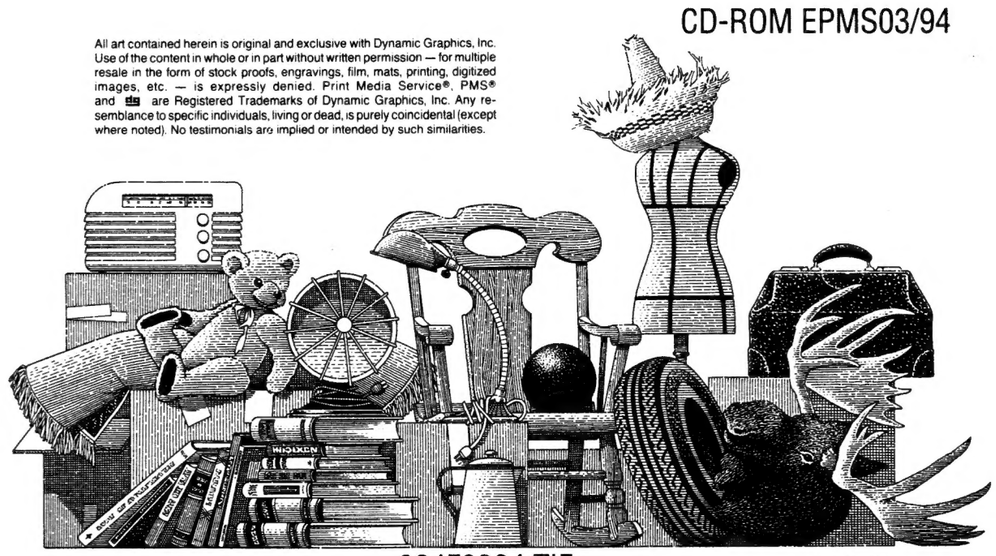

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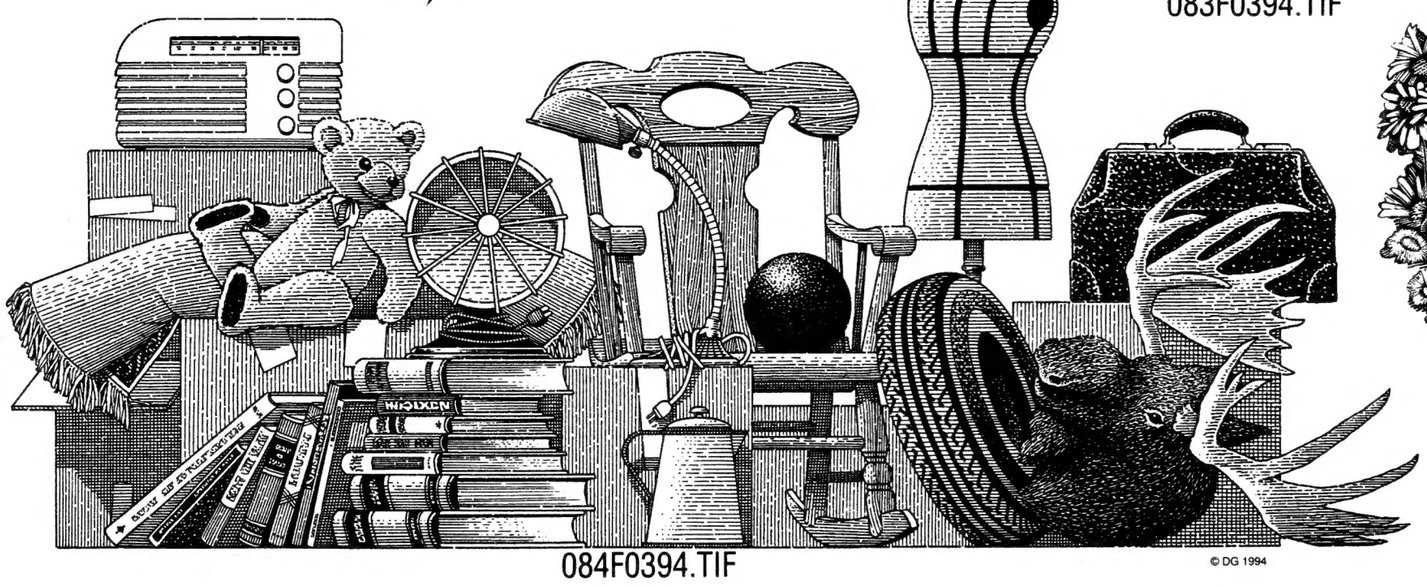

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FAITH LUTHERAN
2101 Northeast Avery

Rev. Ray Ehberle

Sunrise Service 6 a.m.
Sunday School 9:30 a.m.
Morning Worship 11 a.m.

Fellowship Hour following all services.

"A Hegelian Approach to the Gospels"

Brendan Liddell, Pastor
Services and Sunday School 10:30 a.m.

Universalist Unitarian
903 S. Hart • 555-3478

Join us in worship at

TRINITY BIBLE CHURCH

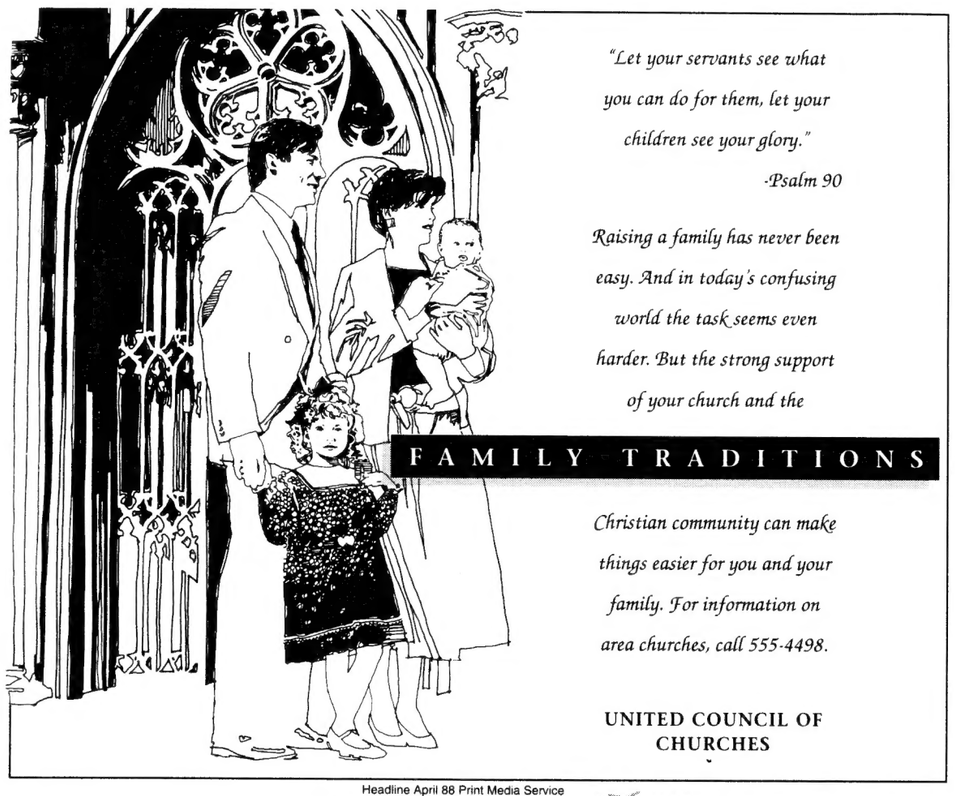
Church School 9 a.m.
Worship 10 a.m.

607 Hamilton
Everyone is welcome!

Salem Christian Church
2894 North Sentinel Ave.

"The Reality of Resurrection"
Rev. Dr. Fulton

Worship 8 & 10 a.m.
Church School
& Adult Seminar
9:30 a.m.



"Let your servants see what you can do for them, let your children see your glory."
-Psalm 90

Raising a family has never been easy. And in today's confusing world the task seems even harder. But the strong support of your church and the

FAMILY TRADITIONS

Christian community can make things easier for you and your family. For information on area churches, call 555-4498.

UNITED COUNCIL OF CHURCHES

Headline April 88 Print Media Service

Palm fronds used on border of ad, right, lifted from original art, repeated, and screened.

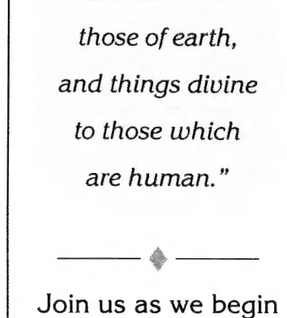
Flowers on ad below lifted from original art, repeated, and trumpets removed.

"This is the night in which heavenly things are united to those of earth, and things divine to those which are human."

Join us as we begin our celebration of Christ's resurrection at our Easter Vigil on

Saturday, April 2nd
7:30 P.M.

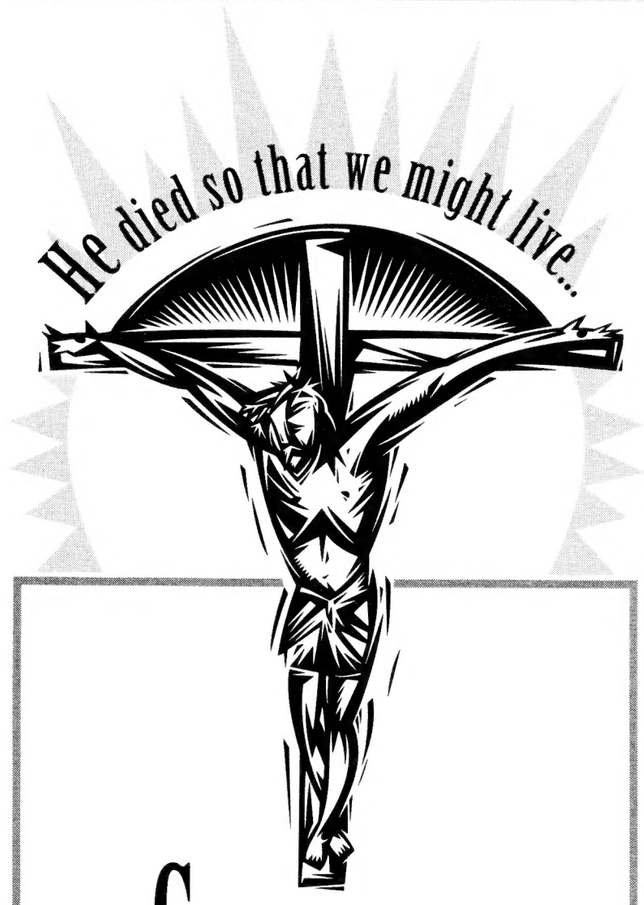
Westminster Presbyterian Church
245 W. Adams
Rev. Don Smith



REJOICE IN THE LORD

It is always a pleasure serving this community.
A blessed and happy Easter to you all.

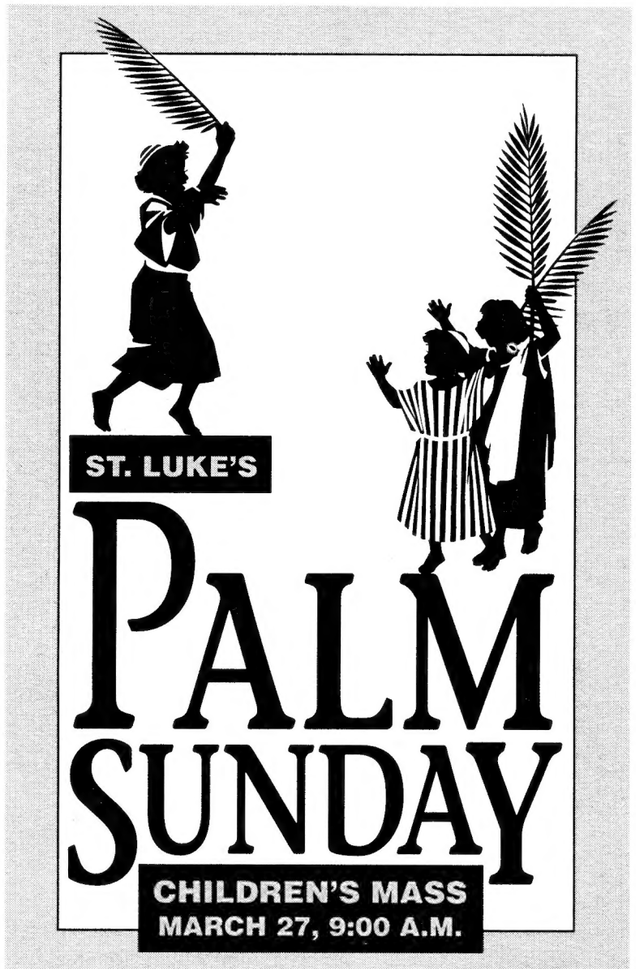
BRETHREN BOOK STORE
EASTWICK MALL



Come join us this Easter Sunday, April 3rd, as we celebrate the miracle and the mystery of our Lord's resurrection and our salvation. Everyone is welcome at these special Sunday services.

Sunrise Service 6:45 AM
Early Service 8:00 AM
Late Service 10:30 AM

TRINITY BIBLE CHURCH
7835 N. GATES · 555-7475

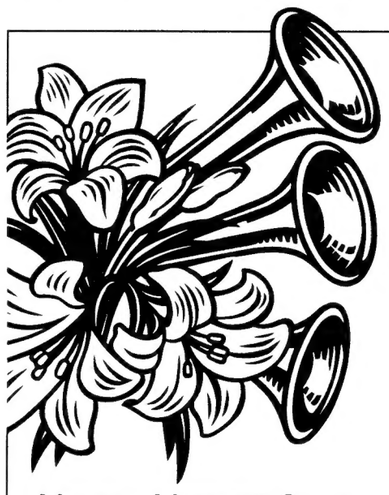


ST. LUKE'S

PALM SUNDAY

CHILDREN'S MASS
MARCH 27, 9:00 A.M.

1233 Prospect Avenue • Peoria, Illinois • 555-9846



"God mounts his throne amid shouts of joy; the lord amid trumpet blasts."

MEMORIAL METHODIST CHURCH • 624 E. OAK • 555-7623

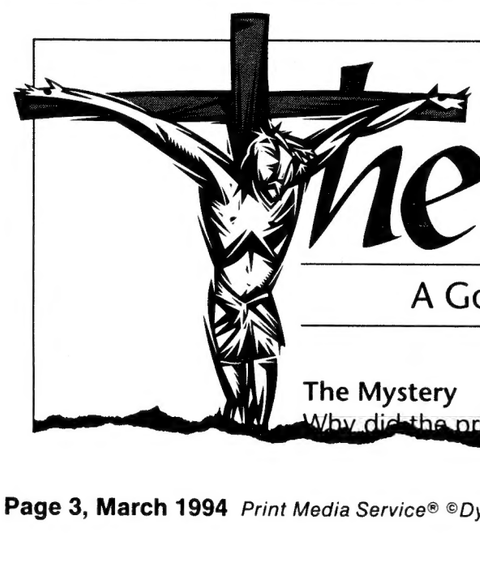
WHITE OAKS

GREATER WORKS THAN THESE SHALL YOU DO

During this season of hope, faith, and renewal, we ask that you help us to give new hope to the less fortunate in our area. Your donations of time, money, or food are appreciated.

WHITE OAKS COMMUNITY OUTREACH

611 Main Street Belmont, Illinois (311)555-9386



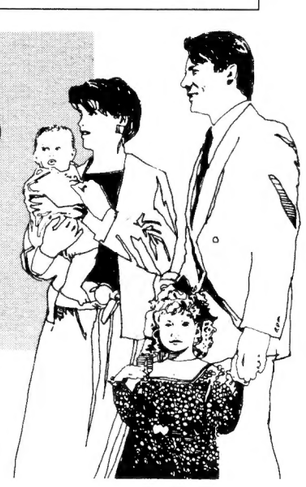
The Easter Story

A Gospel Study Series Presented by The Newman Center

The Mystery 7-9 p.m., March 29
Why did the priests fear Christ

The Easter Miracle 7-9 p.m., March 30
What does the resurrection mean today?

ALL DRESSED UP AND SOME PLACE TO GO



THE COUNTRY BUFFET
PINEWOOD PLAZA • 555-9367

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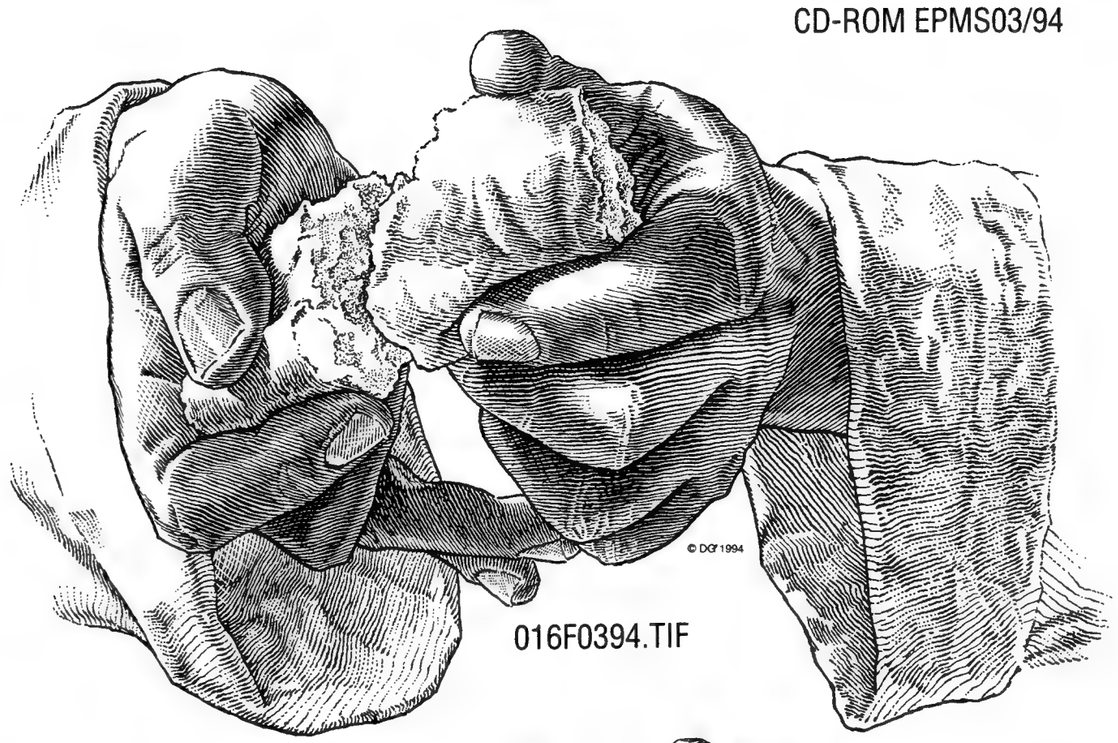

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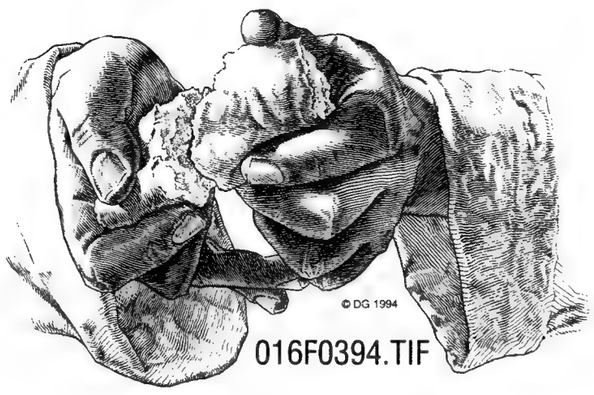

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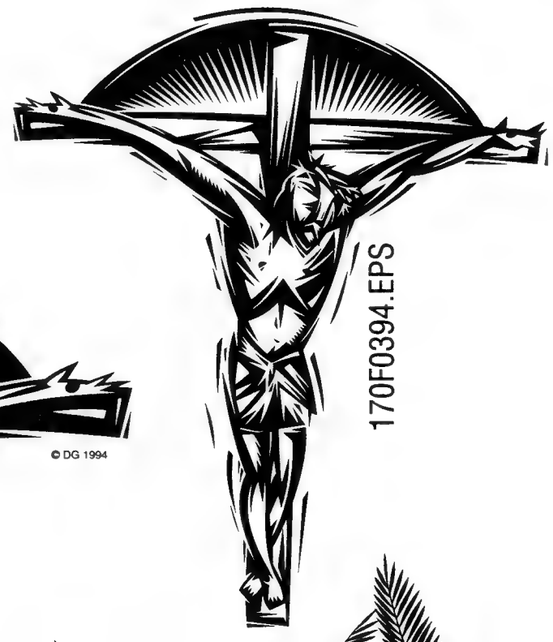

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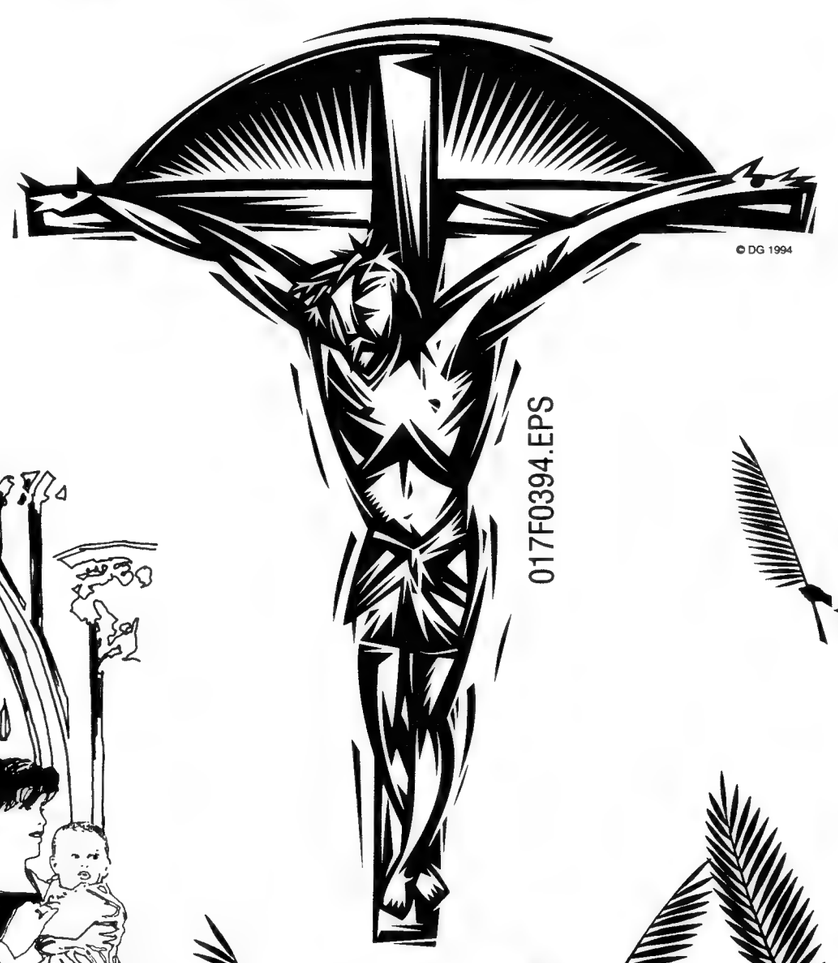

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Note: Numbers identify images for Electronic PMS subscribers.

Run For Your Life!

Join us in the fight against breast cancer by racing in the "Run For Your Life" 10-K race on Saturday, March 26, at 9 a.m. Your $15 entry fee nets you a T-shirt and benefits The Hendrickson Breast Center. Call Peggy Ewing at 555-2582 by Wednesday, March 23, to register.

Sponsored by WBUU 99.9 FM and The Daily Gazette

1994 SUMMER SCHEDULE

Check out all the great summer sports programs you can choose from!

Girls' Softball League
Girls aged 5 to 17 learn the basics, then hone game-playing skills.

Roller Hockey League
Girls and boys aged 6 to 17 learn skating skills and safety, and play in the leagues.

Boys' Baseball League
Boys aged 5 to 17 learn the basics, then refine game-playing skills.

Adult Volleyball League
Play in co-ed, all-male, or all-female weeknight or weekend leagues.

Kids' Swim Team
Girls and boys aged 5 to 17 learn lifesaving, safe swimming, and competitive swimming.

Adult Golf Leagues
Play in women's or men's weekday or weekend leagues.

Have fun with park district summer activities!

Join your friends where all the action is this summer!

Call 555-6340 for more details or to sign up.

Greenvalley Park District

Match wits with your favorite writers'

summer sports predictions and picks!

The 10th Annual Journal News SUMMER SPORTS PREVIEW 1994

Get the latest sports news and views on all your favorite local and professional sports teams from our veteran sports writers in the Sports Section of the Sunday, March 26, issue of the Journal News.

Experience The Good Life!

Enjoy easy living with a 2- or 3-bedroom unit that features a spacious living room, a fully applianced, eat-in kitchen, full bathroom with whirlpool, a half bath, and a patio with a view of the mountains and the golf course.

Tour our unique living quarters by calling 555-2952.

Mountain View Condos
1200 Avondale Circle

BE A WINNER!

There is an old saying that goes, "Quitters never win, and winners never quit." We say that the real winners in life are prepared before they go into the game. And a big part of that preparation is having the right kind of insurance protection.

Our independent insurance agents give you the best of all possible worlds. They can find the coverage you need at a price you can afford. So give us a call. We can help make you a winner in the game of life.

Blessington & Parks Insurance
7348 South Asbury Park • 555-7830

YELLOW PINE GOLF CLASSIC

See The Pros In Action!

Your favorite players are ready to go for the gold in this exciting golf event.

Sponsored by The Times Journal

19 MARCH 23-27 94

Because you've got better things to do

Use Automatic Payroll Deposit
Members of participating businesses can authorize automatic deposit of all or part of their paycheck to their savings or checking accounts, conveniently.

Direct Deposit Federal Checks
Members who receive monthly government or pension payments can have those direct deposited into their checking or savings accounts.

Make Payments The Easy Way
Members of participating businesses can also have automatic deductions from their paychecks to make payments on loans or credit card balances.

Learn More About Service Options
Credit union members get these and more convenient services. To learn more about membership, call us today.

Fox Valley Credit Union
1849 S. Western Ave. • 555-2954

Play Ball!

Girls' Softball
Register by March 31st

Get your daughter in the swing of things with the Park District's Summer League.

Call 555-2952 to register.

Minonk Park District

Order early to get the best selection!

TEAM UNIFORMS

15% OFF

Dress your team in style during this special sales event. Save on sharp-looking women's, men's, girls', and boys' uniforms thru 3/31/94.

Sports City
340 N. Third • Open Mon.-Sat. 9-9

Play a round with us.

Golf Getaway Package For Two For Only $155 Per Night!

Our luxurious facilities will make you feel like royalty. An eighteen hole golf course, olympic-sized swimming pool, sauna, hot tub, and masseuse make us the best place for a relaxing weekend.

- **Two days/two nights lodging**
- **Room service breakfast for two**
- **Greens fees for two players at the Valley Vista Golf Course**
- **Pre-registered tee times**

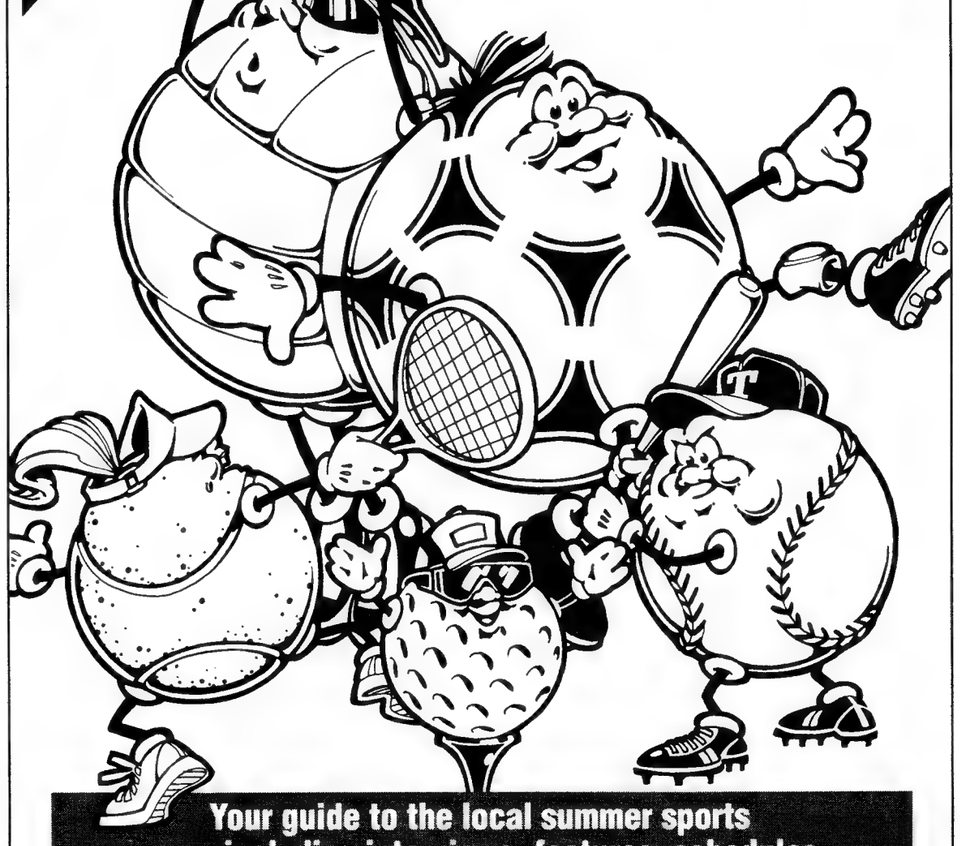
Call today to make your reservations.

Abelard Resort
890 Valley Vista Road • (311)555-2384

A Supplement To The Times, Friday, March 25, 1993

PLAY BALL!

Follow your favorite teams this summer with our convenient, pull-out team schedule insert.



Your guide to the local summer sports scene including interviews, features, schedules, and money-saving coupons from area retailers.

YOU'LL BE A WINNER!

Enter Southtown Grocery's Home Run Sweepstakes

March 13-26

Super low sale prices

Daily food sampling

WIN A $1,000 SHOPPING SPREE

Healthy cooking tips

Lots of other prizes

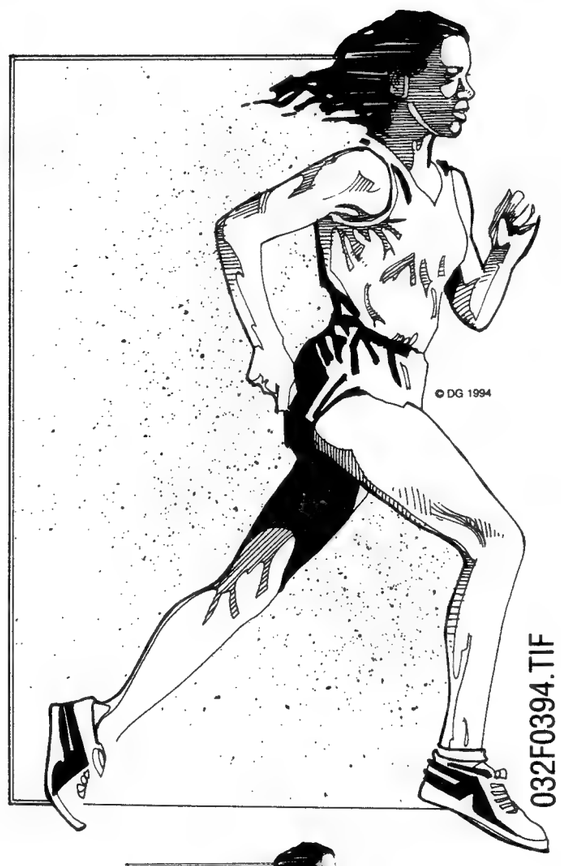
Every time you visit us during the weeks of March 13th to 26th, sign up for our $1,000 shopping spree and for other great prizes like a microwave, a bread-making machine, a food processor, and a kettle grill. On Saturday, March 26th, we'll draw names from our box of entries to award prizes at 3 p.m. No purchase is necessary to enter.

Name _____

Address _____

City _____ State _____ Zip _____

Must be 18 years of age or older to enter. Southtown Grocery's employees and their immediate families are not eligible. All entries must be received by 3/26/94 at 2 p.m.



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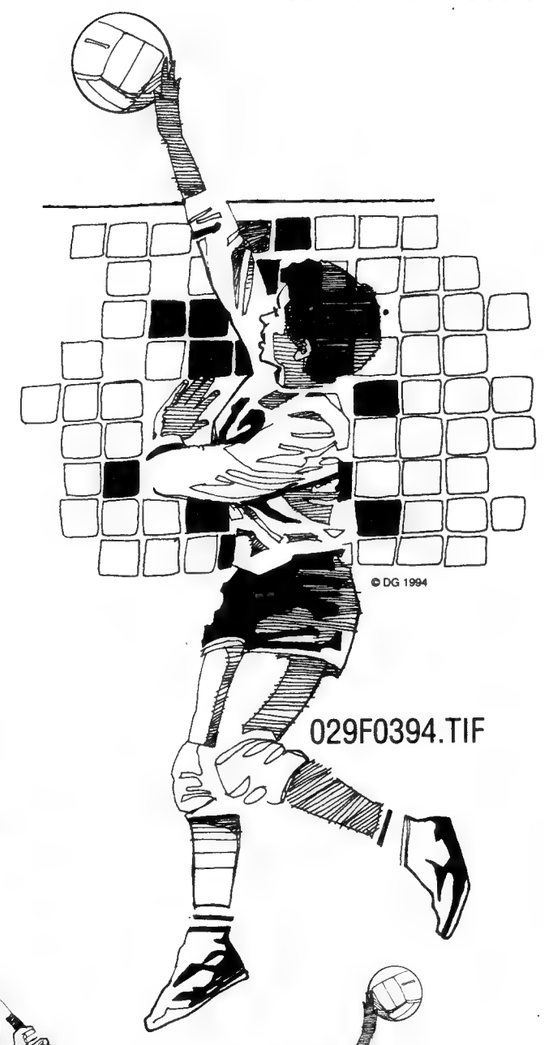

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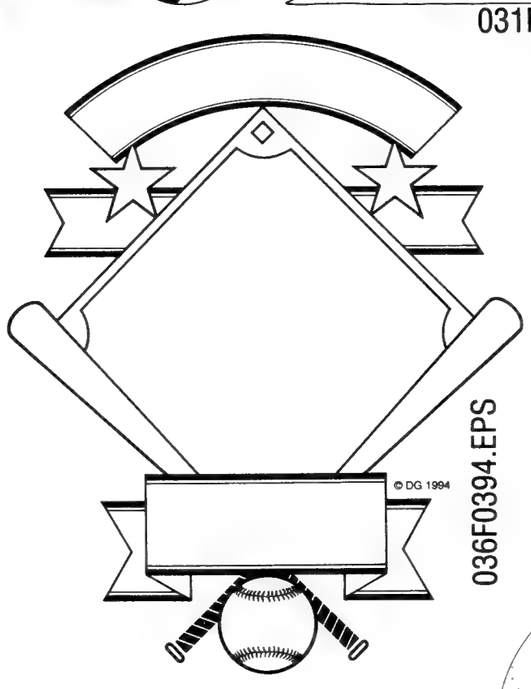

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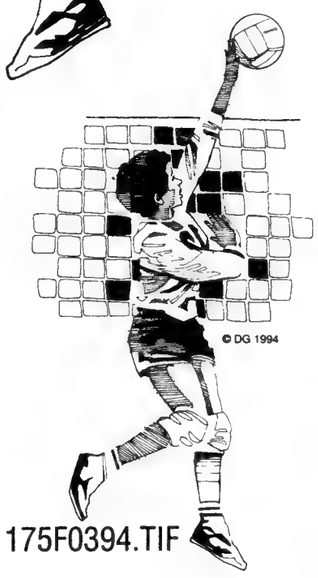

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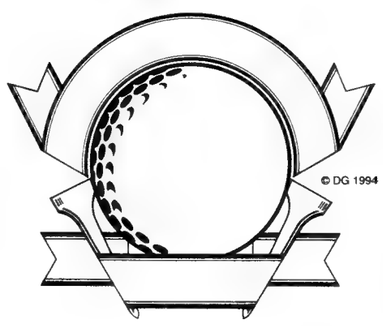

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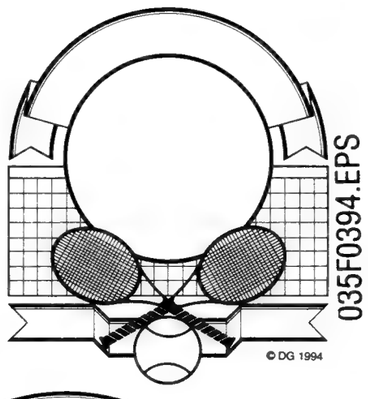

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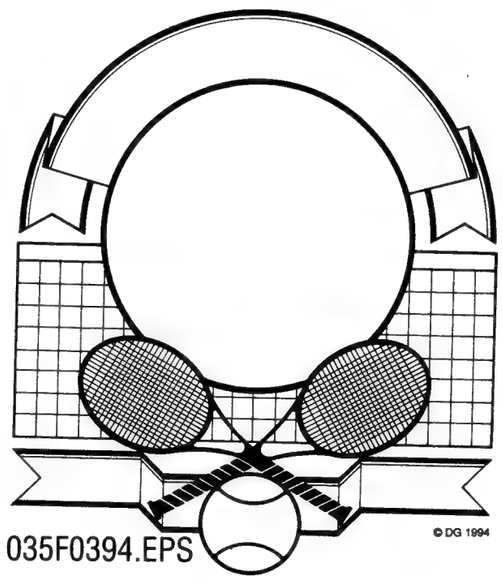

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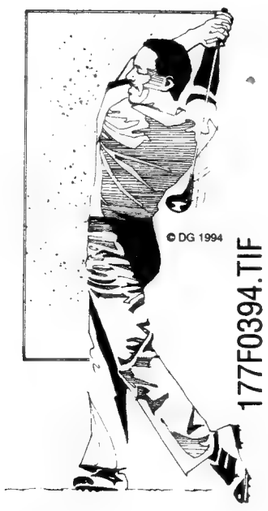

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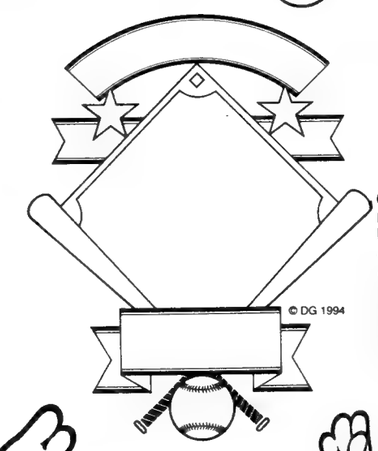

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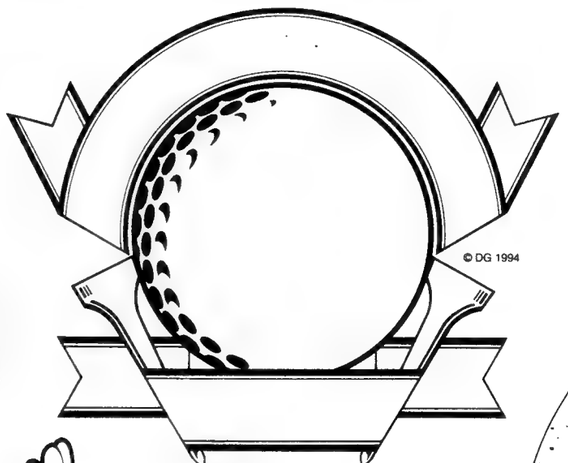

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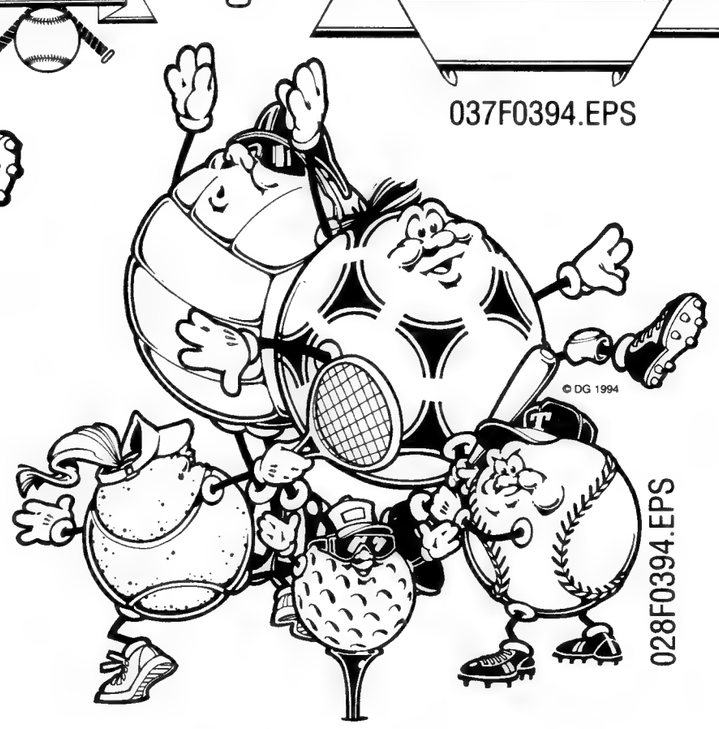

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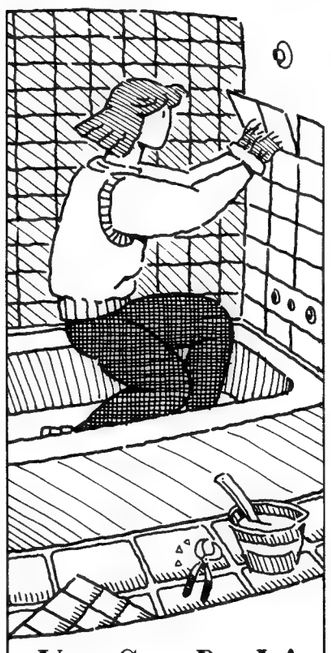


You Can Do It!

Read the "Fix It Up" column in the Home section every Thursday and learn how to do any repair or remodeling job as well as a professional!

THE DAILY JOURNAL

Fix-Up Sale

Every room in your home should be a reflection of your personal style. Now you can get the looks you want and save!

We've got everything you need to make your home look just the way you want. Contemporary or classic looks – all color coordinated to make it easy on you. Hurry out! Our special sale ends March 31st.

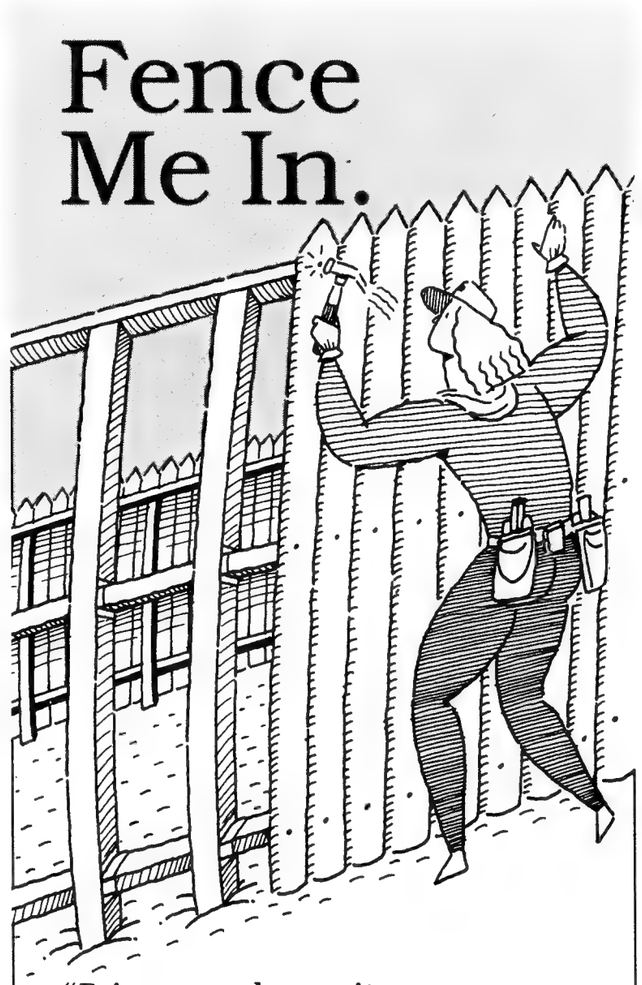
• bedding • curtains • wallpaper • rugs • towels • paint • furniture • floor tile • blinds • and more!

Cunningham and Company

In Eastwick Mall • Open Mon.-Sat. 10 to 9, Sun. 12 to 5

Headline Oct. 89 Print Media Service

Fence Me In.



"Privacy and security are very important to me. I want to live in a place that's peaceful and comfortable, and meets all of my needs."

Featuring 24-hour security surveillance, private garages, and built-in alarm systems.

Oakland Condominiums

1404 North Willow Hills • Call 555-9461 • References Required

Headline Aug. 87 Print Media Service

Make the Smart Move!

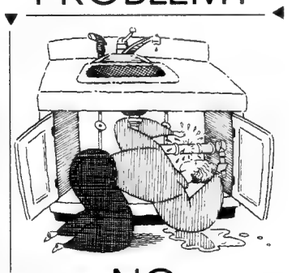
Save Up To 50% On Selected Inventory Reduction Items

Through March 31st

OFFICE FIXTURES, INC.

1919 S. Wolcott St.

PROBLEM?



NO

PROBLEM.

WE CAN HELP.

No repair job is too big or too small. Just call!

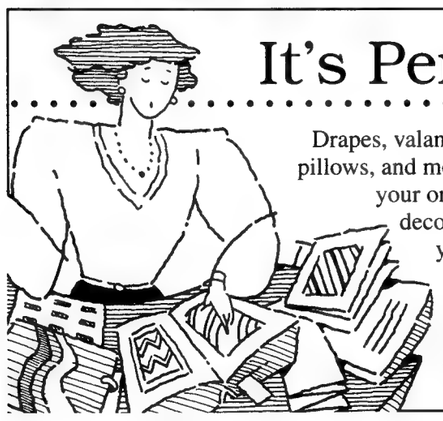
MR. TOOL BOX

567 Allen Road • 555-9087

Can't Figure It Out? Call The Tax Professionals At 555-9876 For An Appointment.

Janson Tax Service

833 S. McClure Ave.



It's Perfect!

Drapes, valances, slipcovers, pillows, and more, all made to your order. Our expert decorators will help you get the look you want. Call 555-9089.

Lilian's

558 S. Oakmont St.

Headline Mar. 90 Print Media Service

CUT YOURSELF A DEAL!

Special new car financing available to you for a limited time only.

SPECIAL RATE FOR FIRST-TIME CAR BUYERS 6.9%

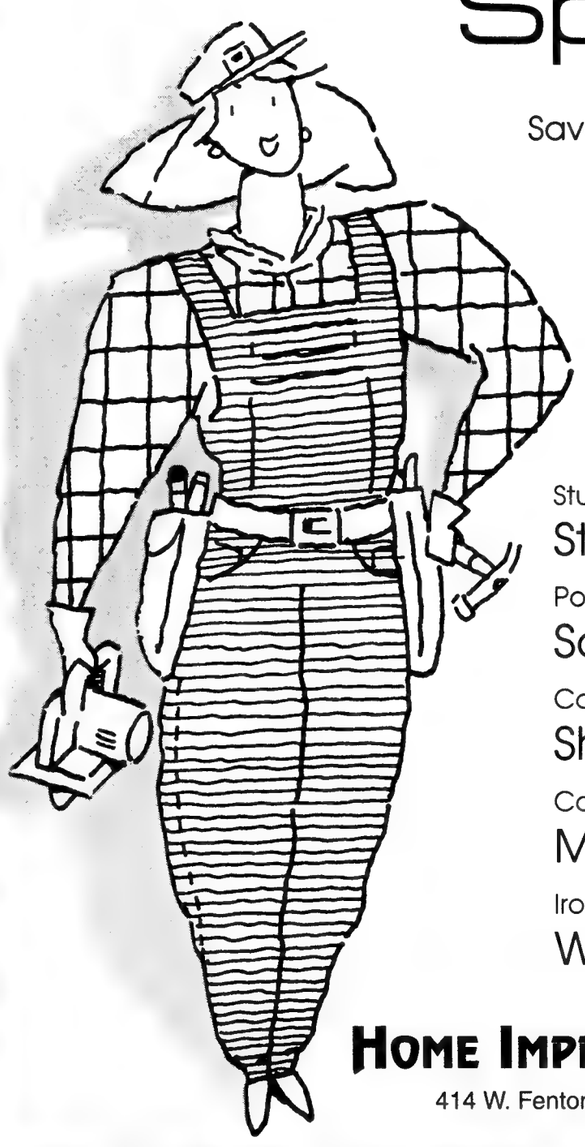
Call 555-4461 for more information.

FIRST COMMERCIAL BANK

456 N. Main and 3489 Oak Hills Ave.

• Hammer • Plywood • Saw • Paint • Blueprint • Ladder • Paneling • Bucket • Lumber • Floor Tile • Carpeting • Fabric • Screwdriver • Swatchbook • Sawhorse • Drill • Plaster • Ceiling Tile • Nails • Insulation • Tape Measure • Paint Brush • Caulking Gun • Screws •

Spring Home Improvement Specials



Save big on everything you need to get your home in shape for Spring!

1 gal. latex Paint $12.99

25 ct. ceramic Floor Tile $15.99

SturdyBoy Step Ladder $29.99

Power Bud cordless Screwdriver $17.99

Coated wire unit Shelving $25.99

Colored Mini Blinds $19.99

Iron Man 24-pc. Wrench Set $25.99

HOME IMPROVEMENT CENTER

414 W. Fenton St. • Open daily 10 to 9 • 555-8321

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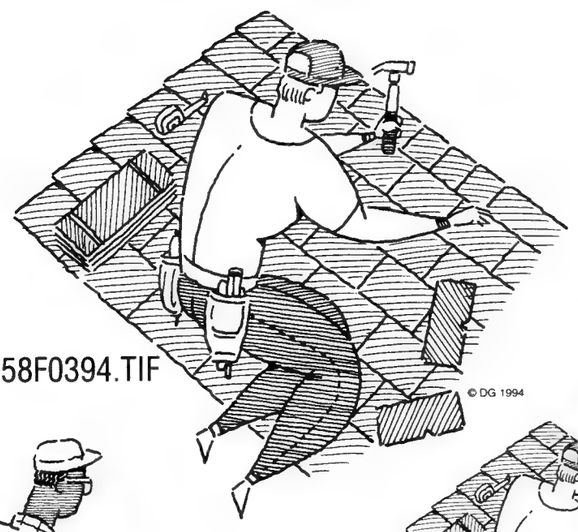

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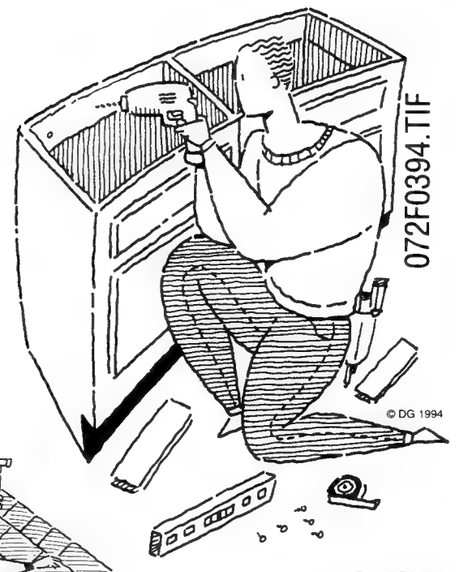

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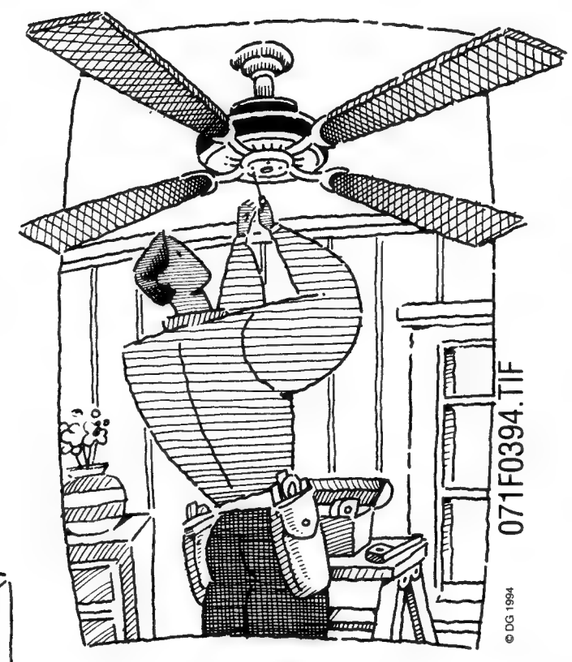

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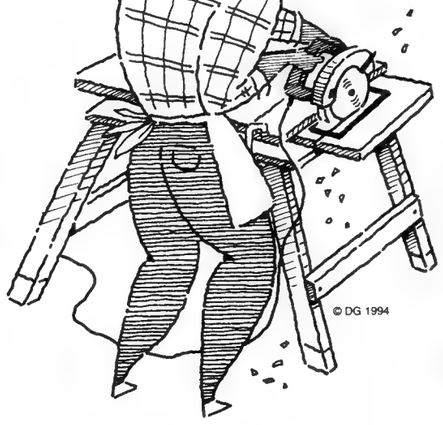

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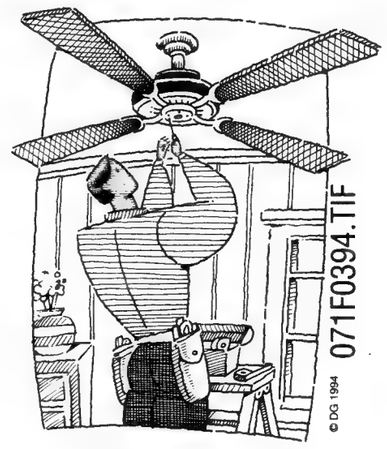

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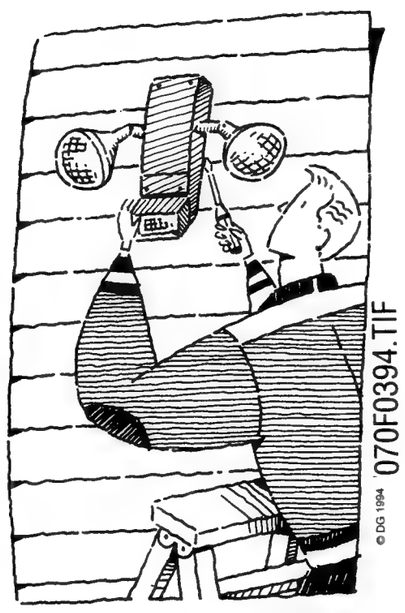

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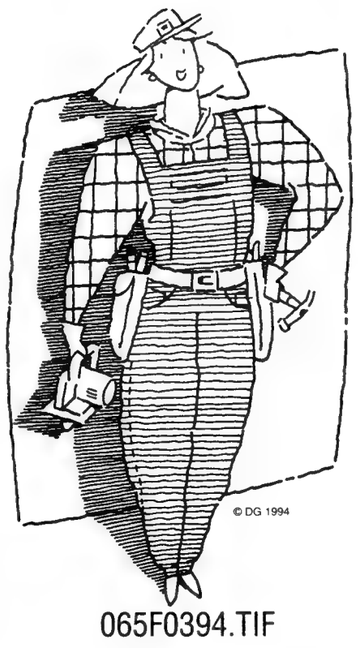

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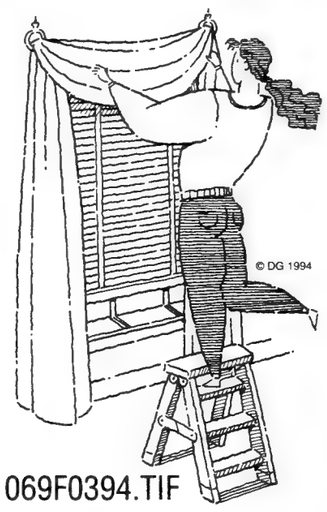

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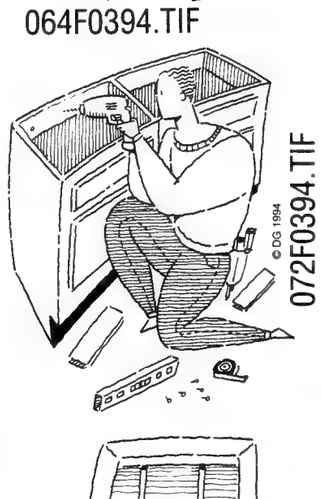

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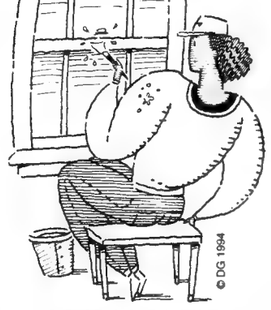

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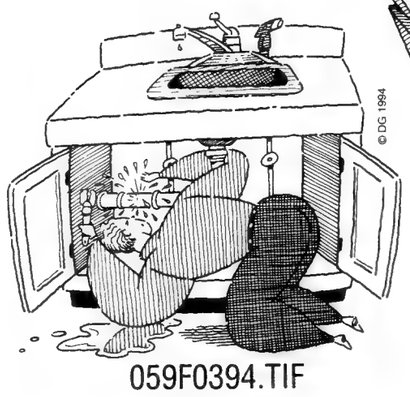

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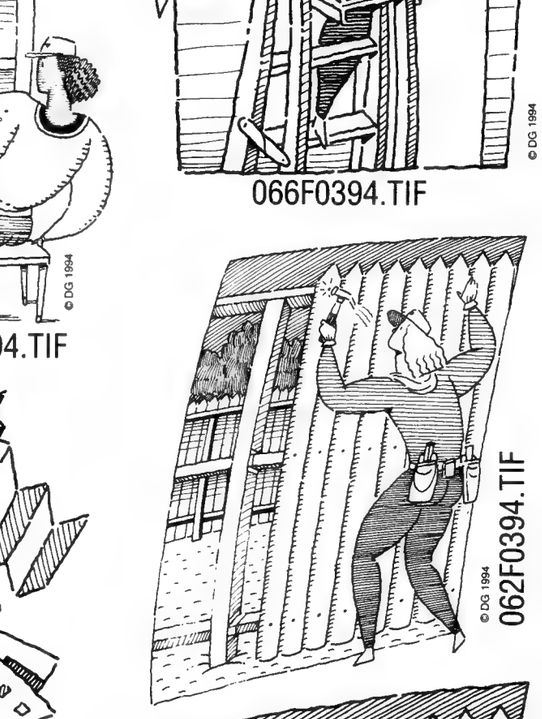

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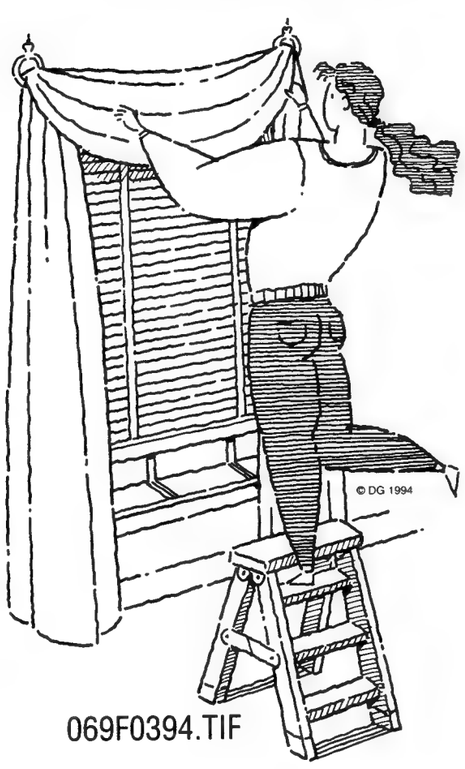

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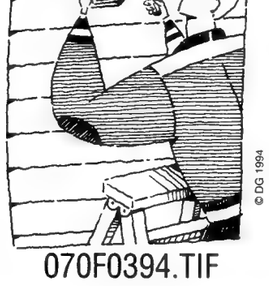

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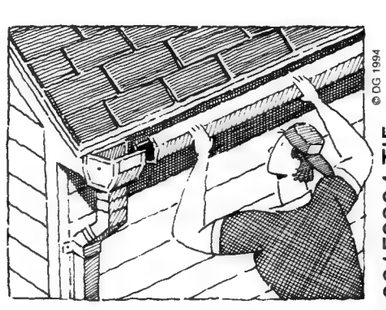

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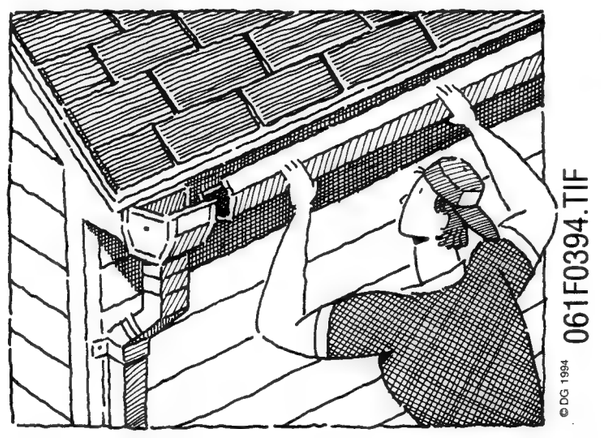

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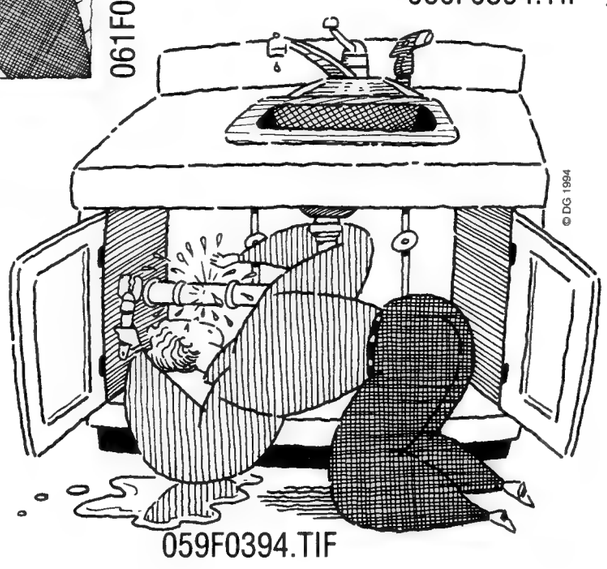

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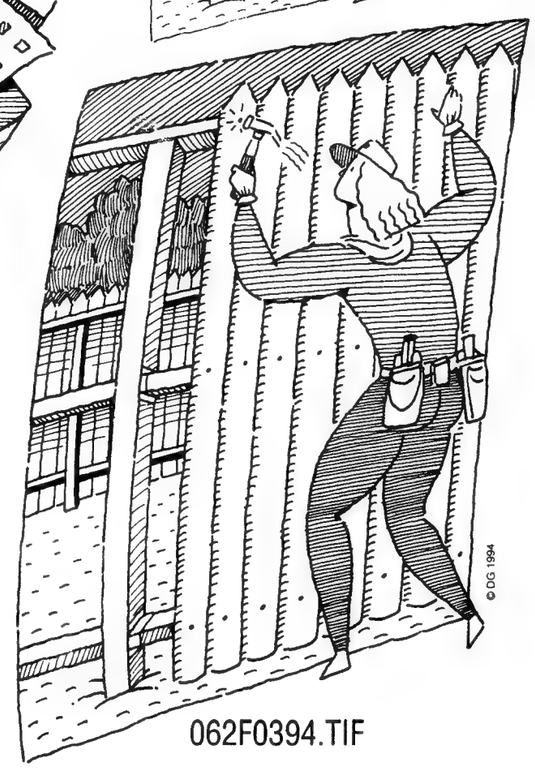

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Savin' O' The Green SALE

Green Carnations	$1.00
Potted Shamrock Plants	$5.75
Mixed Flower Bouquets	$9.95

Delivery is free within city limits.

The Flower Box
2100 S. Madison Ave. • 555-8709

Shamrocks Mar. 90 Print Media Service

HAVE A WEE BIT OF Fun

Join us for our St. Patrick's Day Party after the parade. Come enjoy a corned beef and cabbage dinner for $5!

- **Live Music by Pandemonium**
- **Drink Specials • Great Food**

McShane's Pub
459 W. Wick • Open St. Paddy's Day from 1 p.m. - 1 a.m.

Fly Away To The Emerald Isle

IRELAND $999

8 day /7 night tour, includes airfare & accommodations

Vacationland Tours
Call 555-TRIP

At Your Service!

Take advantage of our St. Patrick's Day Special. Get copies made on any shade of green paper stock for half price during March.

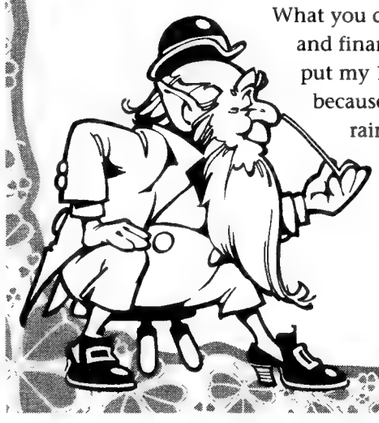
Call us today (311)555-7820

Speedy Printing
6709 N. Armstead St. • Hours: 9 a.m.-5 p.m.

Shamrock border Mar. 89 Print Media Service

Traditionally, March, the month that "comes in like a lion, and goes out like a lamb," brings leprechauns and St. Patrick's Day to mind. But for many homeowners, March is a time to start making a change in their living arrangements. If you've thought about buying or selling a home in the coming months, but aren't ready to take immediate action, then call me. We can discuss your concerns, and I can let you know what you can expect to experience in our local real estate market. You don't need the luck of the Irish to buy or sell a home in today's market.

What you do need is the latest information on area housing and finance options. That's where I can help you. Let me put my 15 years of real estate expertise to work for you, because there's a pot of gold at the end of the real estate rainbow for those who have the facts.



Sincerely,

Betty Henderson

Schmidt Realty
Call 555-HOME

Top O' The Mornin'!

Start your St. Patrick's Day with our delicious breakfast brunch buffet from 9 a.m. to 1 p.m.!

Delicious sweet rolls, scrambled eggs, bacon, sausage, corned beef hash, pancakes, hash browns, fresh omelets, baked cod, fried chicken, swiss steak, potatoes, and salad bar, for only $7.00 per person.

The Gateway
120 North Market Street

"St. Patrick's Day" Mar. 89 Print Media Service

Don't Miss It!

PARADE & CELEBRATION

The parade kicks off at 10 a.m. from the Plaza, and ends at the Civic Center, where Fun Fest will go from noon-9 p.m.

Irish Video Savings

Follow the rainbow to find great low prices on these special video values!

- **"The Silent Man"** With Tom Payne and Cala Ward..... $19.95
- **"Paddy O'Murphy"** The "Voice of Ireland"..... $23.95
- **"Tiny O'Mara and the Wee Folk"** An animated classic..... $25.99
- **"The Irishman"** With Pete Reilly and Jane Doe..... $30.95
- **"The Emerald Isle: A Video Travel Guide"** Take this trip to Ireland..... $19.95

Video City
1209 S. Main St.
555-4658

We salute all our Irish friends on

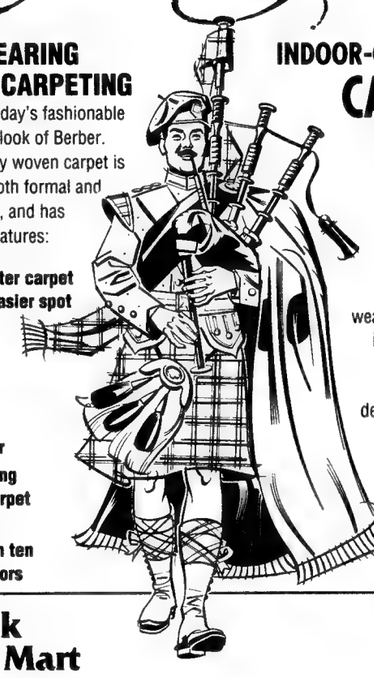
ST. PATRICK'S DAY

An Irish Benediction

May God sleep on your pillow
May He hold you in the hollow of His hand.
May the roads rise with you
Fair weather at your heels.
May the wind be ever at your back...
And may you be a long time in Heaven
before the Devil knows you're gone....

Forrester Insurance
3300 N. Bradley Ave. • 555-3856

Parade of Savings



LONG-WEARING BERBER CARPETING

The look in today's fashionable homes is the look of Berber. This intricately woven carpet is popular for both formal and casual rooms, and has these great features:

- **Stain Resister carpet finish for easier spot removal**
- **Super dense yarn for longer carpet wear**
- **Long-wearing Fiberlon carpet backing**
- **Available in ten fashion colors**

INDOOR-OUTDOOR CARPET 20 to 30% OFF

All in-stock all weather carpeting is on sale. This long-wearing carpet is designed for use in high traffic areas like breezeways, patios, sun rooms, and front porches.

Minonk Carpet Mart

6609 N. Washington St.

These sale prices good thru 3/31/94.

555-4294

When Irish Eyes Are Smiling...

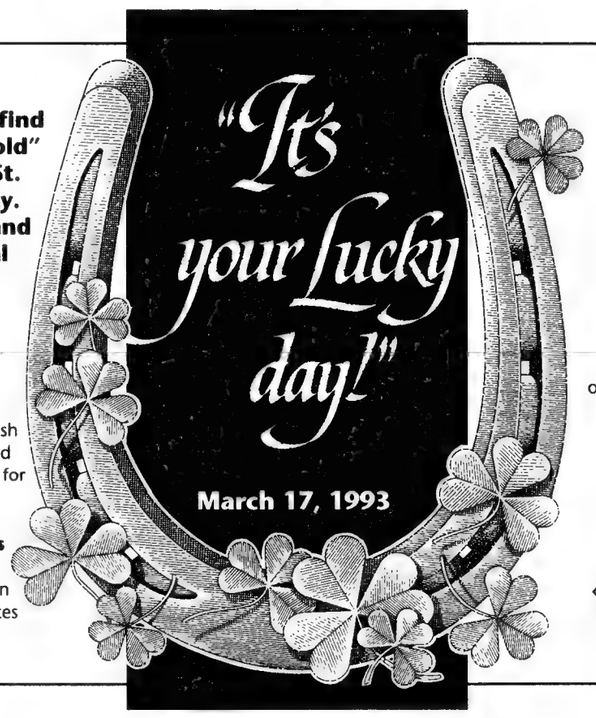
...they're probably looking through a new pair of glasses from our Glam Collection. These great-looking frames are even more affordable with the 10% discount you'll receive with this ad.

Mokena Optical
Sidley Mall • 10 a.m.-9 p.m. • 555-2348

Follow the rainbow to find a "Pot O' Gold" savings on St. Patrick's Day. Find these and more special savings in every store from 9 a.m. to 9 p.m.

Bonnie Jean's
One pound of Irish Deluxe coffee and two green mugs for only $7.99.

Dressy Threads
Save 25% on all ladies' Wendelton wool suit separates in misses' sizes.



Candleglow
Save 15% on all in-stock tapers, votives, and pillar candles.

Cassandra's
Save 33% on all ladies' cocktail dresses and suits.

Gifts 'N' More
All oil lamps now on sale. Save 25%.

Pennington's
Save 15-40% on all in-stock men's business suits.

South Town Mall

...for all the LITTLE PEOPLE

Friday, March 4, at 7 p.m. – "Brush Up Your Shakespeare"
It's a fun way for children to experience the Bard in a live theatre setting. Lots of audience participation segments introduce kids to
• A Midsummer Night's Dream • Hamlet • Much Ado About Nothing

Thursday, March 17, at 7 p.m. – A Celebration Of The Lively Irish Arts
Introduce your child to the rich Irish legacy of art, literature, music, poetry, and dance. The Celtic Circle, a talented group of Irish dancers, storytellers, musicians, actors, and singers weave their magical spell.
• Traditional Celtic Songs & Stories • Traditional Irish Dances & Music

Sunday, March 27, at 3 p.m. – The Goofy Toons On Ice Show
Your child's favorite group of cartoon cutups takes to the ice in this dazzling multi-media presentation that the whole family will enjoy.
• The Goofy Tunes are joined by champion skaters Mark & Joy Tremain

Tickets are $9 for adults, and $4 for children aged 12 or under. You may purchase tickets at the door, or call the box office.

***Grant Civic Center* • 555-8900**

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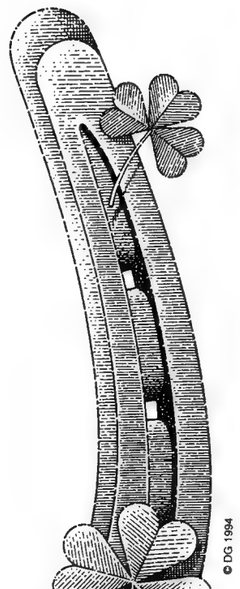
"It's your Lucky day!"
025F0394.EPS © DG 1994



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"It's your Lucky day!" © DG 1994
025F0394.EPS

020F0394.EPS

021F0394.EPS

"It's your Lucky day!" © DG 1994
025F0394.EPS

024F0394.EPS

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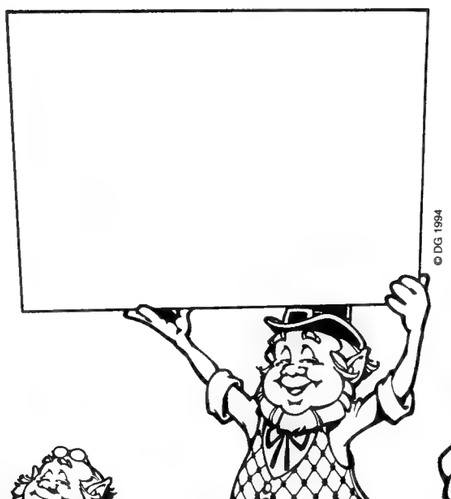

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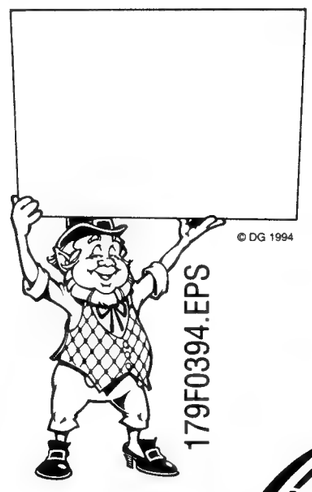

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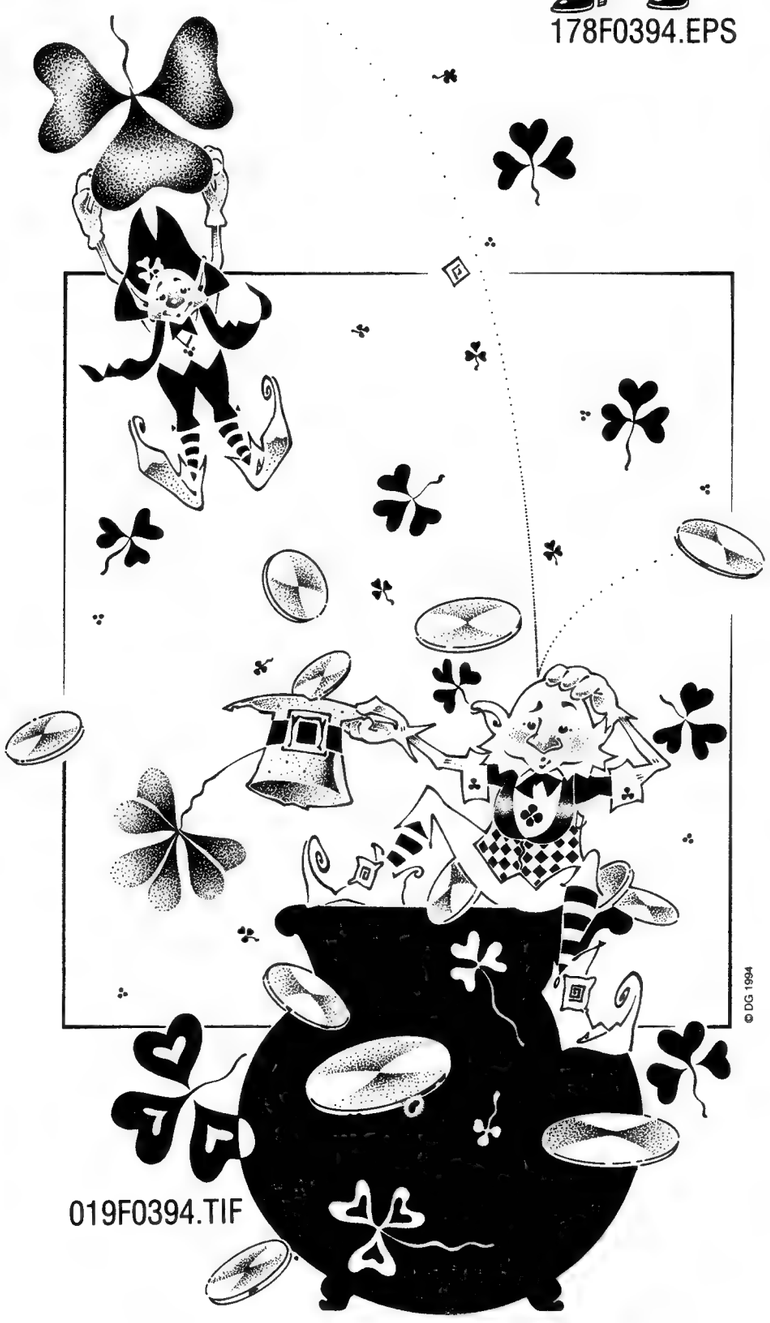

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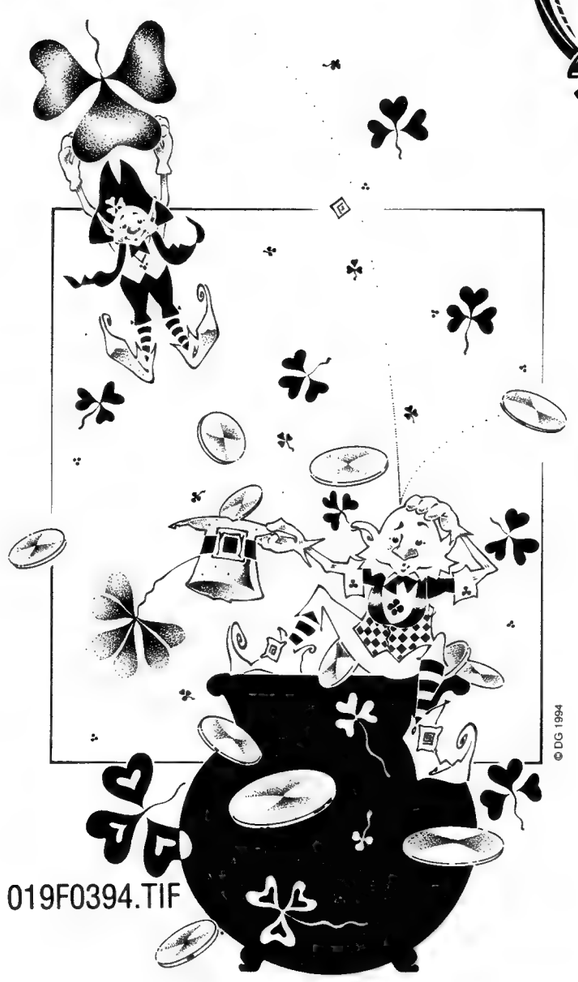

019F0394.TIF

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It's The Best Place For Brunch

Choose from over 50 delicious foods on our brunch buffet. It's all you can eat for only $10 per person!

Call 555-5368 for reservations.

The Chateau Hotel & Lodge
4500 N. Sterling Blvd.

The sky's the limit!

There's no telling how far you can go with a great business card. So take advantage of this special.

1000 Business Cards for only $25.00

Good only on standard-sized, single-color business cards on white stock. Offer ends 3/31/94.

Gardner Printing
718 N. Dixie • 555-3561

Find just what you need!

Miller Variety
3032 S. Western Ave.
555-6230

EGG-STRA SPECIAL

SALE DAYS

MARCH 20-26

An Easter Tradition

Find the perfect Easter ensemble from our new line of spring fashions.

Ladies' Suits
New styles in fashion colors, reg. $60-$80 each, now.....$55.00

Spring Coordinates
Easy wear, easy care pieces, reg. $50-$60 each, now.....$45.99

100% Silk Blouses
Pastel, short-sleeved, reg. $45 each, now only.....$35.99

All Previously Reduced Fashions

20% OFF

- *Personal Shopper Service*
- *Free Gift Wrapping*
- *Largest Selection of Accessories by Cyndi*

Spring Hats
Woven straw hats with decorations, reg. $35 each, now only...$24.99

Dress Pumps
Genuine leather with 2-inch heels, in fashion colors.....$25.99

Pins by Cyndi
Gold-tone pins in animal shapes with rhinestones.....$15.99

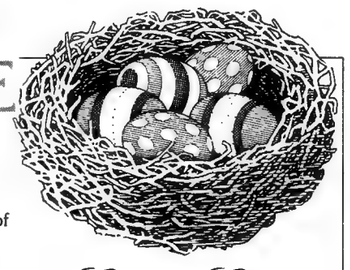
Catherine's BOUTIQUE
1825 N. Dickerson • Mon.-Sat. 10-8

Find what you're looking for

If you're looking for the perfect gift for the person who has everything, then your search is over. You'll find a large selection of fascinating imported items that are sure to charm even the hard to please. See what we have to offer!

The Gift Boutique
238 W. Mason St. • Open 9 a.m.-9 p.m.

OPEN HOUSE



Sunday, March 6, 9 a.m. to 4 p.m.

Come see live demonstrations of basket weaving, Ukrainian egg painting, silk flower design, and more while you enjoy refreshments and save 10% on everything in the store. Discount good 3/6/94 only.

Country Crafts
2200 N. Avalon • M-S 9-8

Easter BUNNY Bargains

Pre-Filled Easter Baskets
Baskets filled with marshmallow chicks, a chocolate bunny, Easter candy, and a stuffed toy, wrapped in cellophane $12.99

Look at these great gifts for kids of all ages!

6-inch Plush Easter Toys
Kids love to hug these soft, stuffed bunnies, ducks, and chicks $6.79

Wicker Easter Baskets
Plain and pastel finishes..... $4.99

Cellophane Easter Grass
12 oz. bag in pink, green, or purple..... $3.89

Jeweled Egg Craft Kits
Eggs with moveable doors, gilded and jeweled trims, with different scenes inside..... $15.89

Sugar 'n' Spice Patterns
Make cute jumpers, tops, pants, and dresses for little girls, now only..... $4.59

500 Piece Easter Puzzles
Favorite Easter characters in spring scenes, reg. $7.49, now..... $4.39

Silk Flower Hanging Baskets
Large selection of spring flowers with greens..... $7.79

Classic Children's Books
Peter Rabbit and many more..... $3.59

Easter Inflatables
Bunnies, chicks, and more..... $2.49

Easter Theme Jewelry
Pins, earrings, and necklaces..... $4.69

Plastic Easter Eggs
20 count bag, ass't. colors..... $3.29

Easter Books & Cassettes
Your child can read the book and listen to the tape..... $9.89

Solid Chocolate Easter Eggs
One pound bag of delicious imported chocolate eggs..... $2.29

Solid Chocolate Rabbits
One pound of delicious chocolate..... $3.29

Marshmallow Chicks
Box of 12, in pink or yellow..... $1.49

Voegle's
The Everything Store
743 S. Main • Mon-Sat. 9-9, Sun. 12-6

SERVING UP
Easter FUN

Visit The Easter Bunny
March 5 Through April 2
In Center Court From 10 a.m.-8 p.m. Daily

- **Pictures With The Easter Bunny**
- **Free Train Rides**
- **Children's Petting Zoo**

Brunswick Mall

Happy Easter

If your love nest is getting crowded, then put the real estate experts to work to find the perfect home for you.

Spring is a great time to buy or sell a home. If your considering upgrading or downsizing your living quarters, then put the professionals to work for you.

Our agents work with you to find out just what you want in a home, help you decide what you can afford, and then help you find a home that meets your needs.

Making homeowners happy is our main concern.

Remington Realtors
9547 W. Thomas • 555-HOME

THE MOST EGGS•CITING PLACE IN TOWN!

See the funniest stand-up comedians on the circuit every Thursday through Sunday at 9 and 11 p.m.

The UpTown Comedy Club
8431 S. Pontiac • Thurs.-Sun. 8 p.m.-1 a.m. • 555-2845

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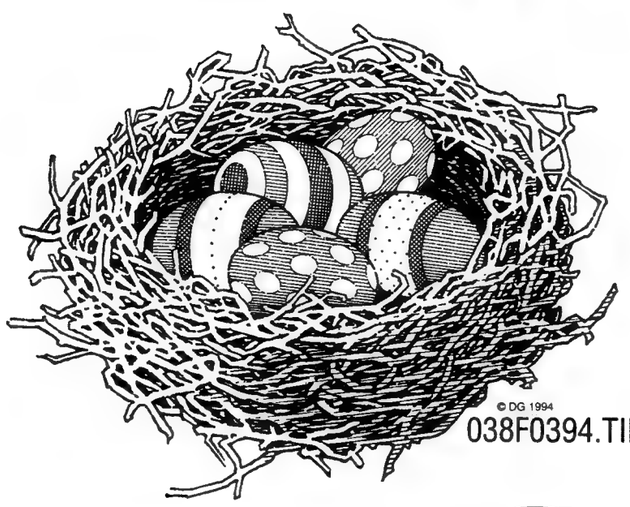

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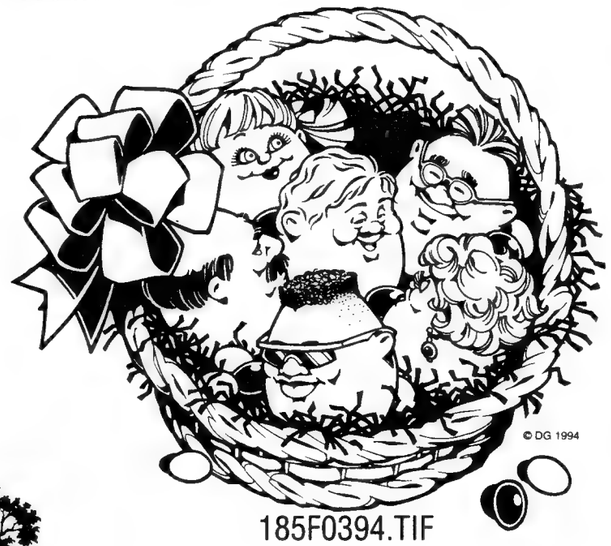

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Note: Numbers identify images for Electronic PMS subscribers.

SURPRISE!

We have just what you need to make your Easter extra special. Everything from a new dress to a chocolate rabbit, an Easter bonnet to a plush toy lamb, all in one convenient stop. Dress up the family the affordable way with special savings: take an extra 10% off the latest spring looks in clothing, shoes, and accessories, now through Easter. While you're here, be sure to take advantage of our

- Personal shopper service
- Professional alterations
- Gift certificates
- Enclosed parking

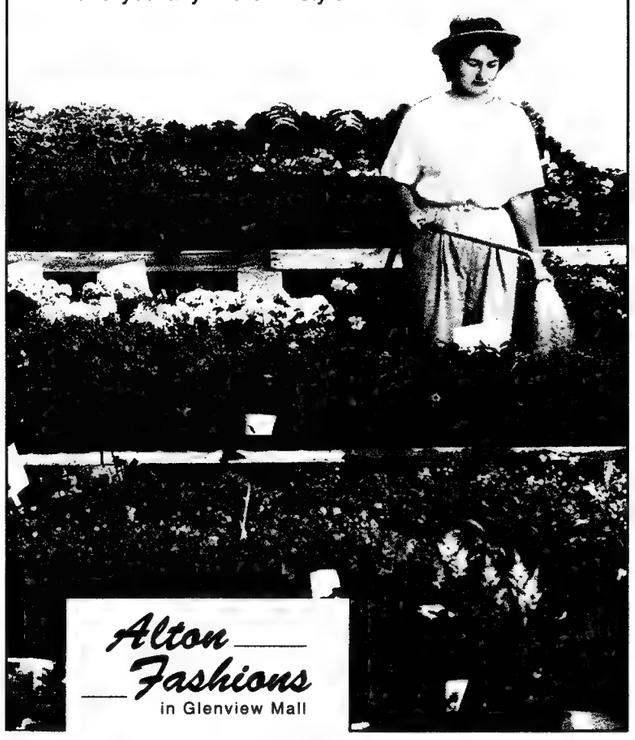
Ten percent savings do not include men's or women's outerwear, or fine jewelry.

Bergan Sax Located in Evergreen Plaza

FRESH SPRING SALE

15%-30%
off all new arrivals

Look sharp this spring in a new outfit from our latest fashion lines. Discover our fantastic selection of suits, dresses, and separates that take you anywhere in style.



Alton Fashions
in Glenview Mall

DON'T WASTE TIME WONDERING
We've got the lowest prices in town

Henderson's Pharmacy
CALL 555-5090 FOR FREE DELIVERY

Celebrate

• Sunrise Services With Us •

ST. MARK'S LUTHERAN CHURCH
1023 S. Wyle • April 3rd at 6:00 a.m.
Church members and visitors welcome.
Youth and teen choirs will perform.

ST. PAUL'S EPISCOPAL CATHEDRAL
4671 W. Adams • April 3rd at 5:30 a.m.
Bring your family to this celebration with music by the Adult Choir and Ensemble.

ST. PATRICK'S CATHOLIC CHURCH
380 N. Lincoln • April 3rd at 6:00 a.m.
Join us for a very special Mass with music by the All-Diocesan Choir.

Blair Township Chamber of Commerce

Something to make them smile

Charming Times Figurines
Precious porcelain keepsakes for little girls of all ages.
Reg. $9.99 each, now only 6.99

1920's Treasury Earrings
Lovely reproductions of antique silver- or gold-tone earrings featuring faux gems.
Reg. $14.99/pair, now only 9.99

GET A FREE GIFT
With any purchase of $12 or more

The Gift Shoppe
5900 N. Weeping Willow
Open M-S 9-9 • 555-4532

Surprising type treatment on department store ad, top left, uses only two type families (Garamond and Helvetica) to create eye-catching headline. Type was embellished by adding triangles, dots, and lines, some reversed.

Sky High Savings

For one week only, save an *extra ten percent* on our already super low prices. Shop early for the best selection. This sale ends Saturday.

Super Value World
5083 N. Main • Open M-F 9-9 • 555-3575

YOU should know BETTER...
...than to spend your money on anything but the best

***Bob's* Auto Center** • **555-5545**
"Where You Get The Best Service At The Right Price."

HANDLE WITH CARE

Maintaining good health takes rest, good nutrition, exercise, and an annual physical examination. Call us today to schedule your appointment.

St. Michael's Hospital
Memorial Parkway • **555-3854**

A Real Treat
Sunday Brunch
7.99
All-you-can-eat buffet and drink included in one low price. Kids aged 12 and under eat free!

THE HILLSIDE CAFE
404 North St.
555-5006

Let us... help you get much more out of life

Acme Health Foods
841 S. Central • 555-4582

When life is stressing you out, you need to take good care of yourself. One of the best ways is to take all-natural vitamin and mineral supplements. We carry a large inventory of dietary supplements to help you feel your best.

CD-ROM EPMS03/94

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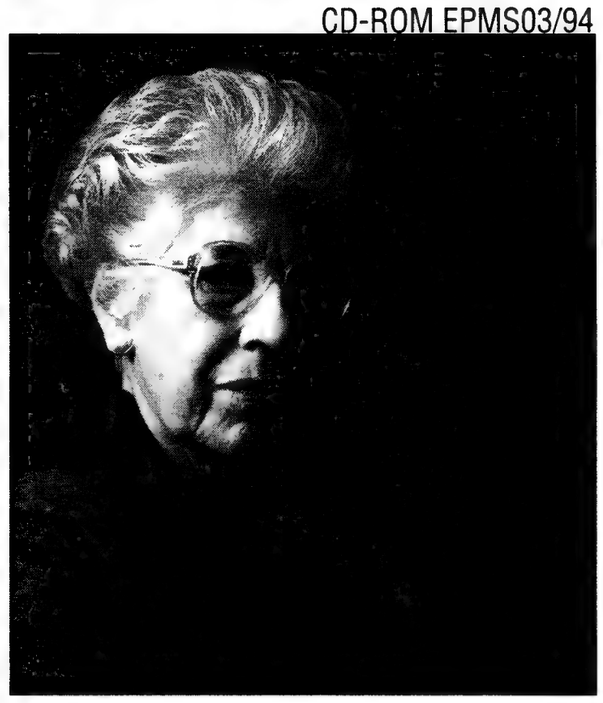

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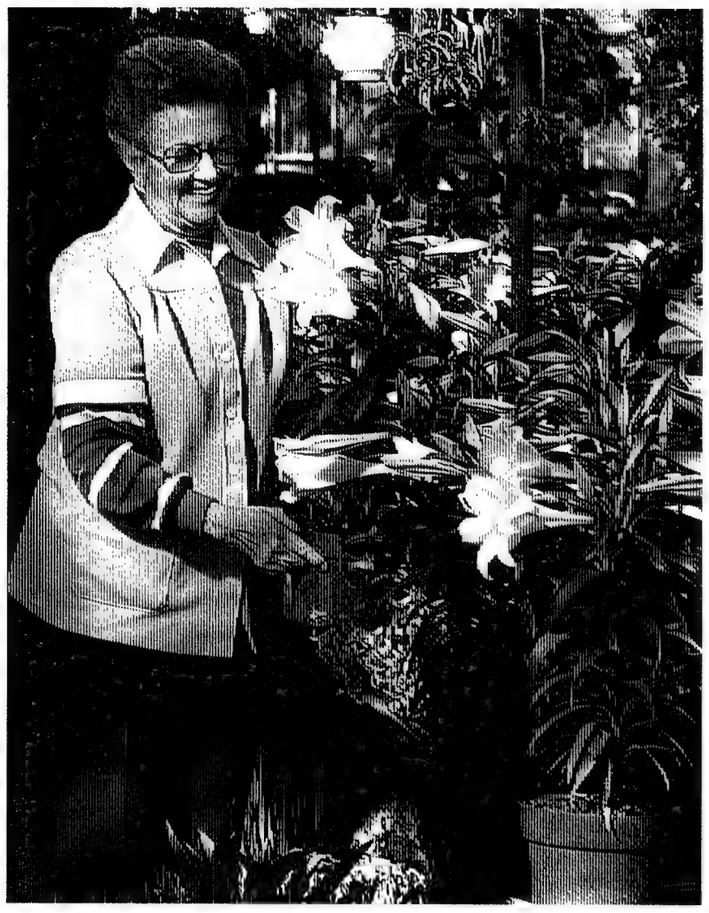

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THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.

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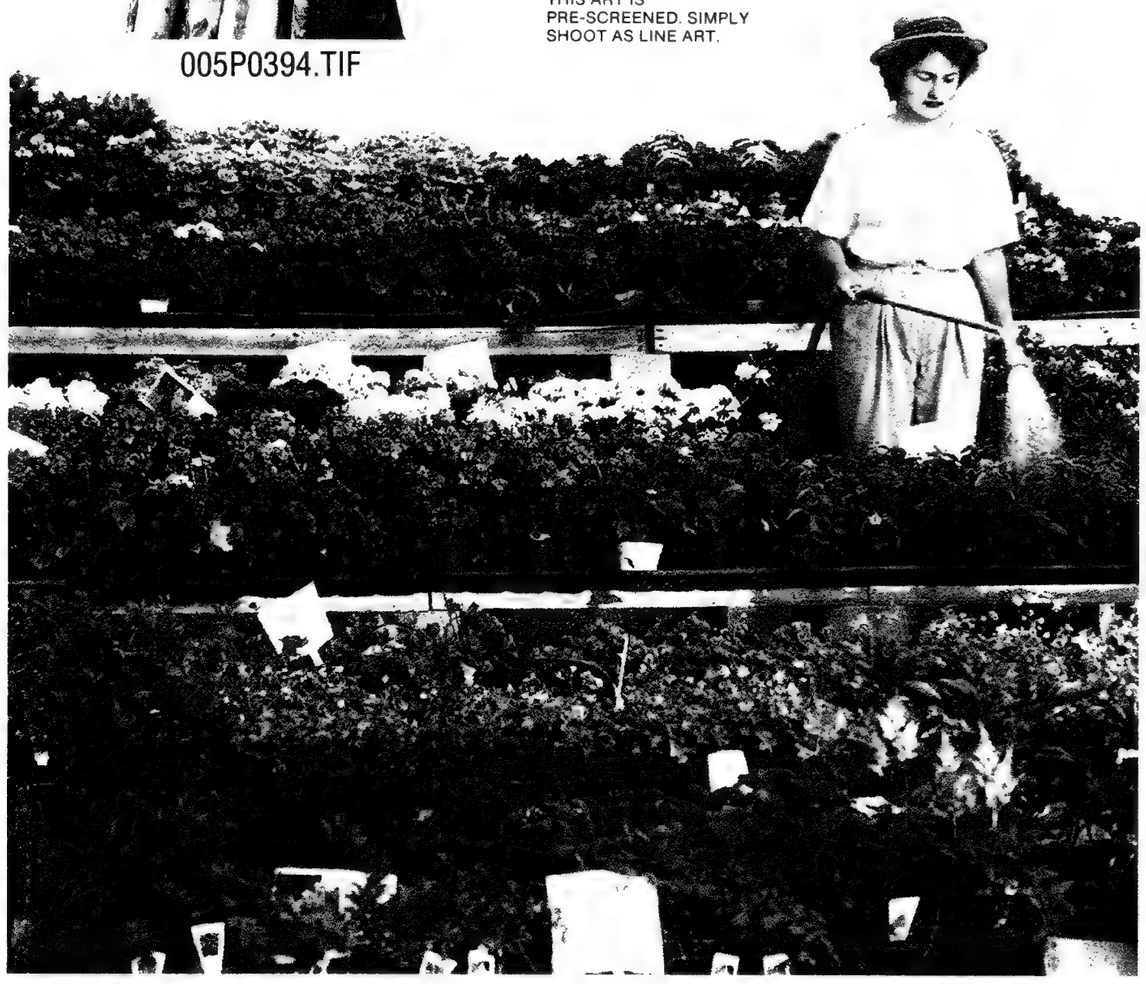

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007P0394.TIF

008P0394.TIF

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Aaaugh!

Don't Be Surprised By High Repair Bills. Get Your Free Estimate First.
CALL 555-2020

John's Garage
110 N. Vernon Avenue

EEEEEEEEEKK!

Don't Panic. We'll Get Your Car In For Service Quickly And Back To You In No Time.
CALL 555-2020

John's Garage
110 N. Vernon Avenue

#*!?#*!#?

Don't Get Frustrated By Poor Service. We Guarantee Your Satisfaction Or We'll Refund Your Money.
CALL 555-2020

John's Garage
110 N. Vernon Avenue

▼ Ad, below, promotes a "cool deal" with ice cubes lifted from ready-to-go ad frame. Cubes repeated and pieced together to form L-shaped border, then type added. One cube lifted out and enlarged to create coupon.

Great Pizza! Great Deals!

COOL DEAL

Present this coupon with your next delivery order and you'll get a **FREE 32 oz. Soda** with the purchase of any large pan pizza.
Expires March 31st, 1994

Alberto Pizzeria
4318 North Martingale

Free Delivery 555 - 2450

Add A SPLASH Of Color

Brighten up your printed pieces and add impact with color! Now through March 31st, you can save 20% on any two-color job.

Offer good only on orders of 300 or more.

The Daily Argus
555-RGUS

Introducing

Our New Line Of Sensational Spring Fashions.
Stop In Today For The Best Selection.

Farrier Fashions
1707 South Osage Boulevard

Romma's Coffee Shop

Flavors Of The Month

Chocolate Raspberry	$4.50 lb.
Blue Mountain Mocha	$5.25 lb.
Decaf Cinnamon Hazel	$3.75 lb.

Blooming Bargains

Through April 30th Save **30%** On All Bentano Casual Wear

Save An Extra **20%** On Clearance Items

Hours: Monday thru Friday 10 a.m.- 9 p.m. and Saturday 9 a.m.- 5 p.m.

Shop By Phone 555-8121 Alicia's Apparel *2011 West Claymor Avenue*

Von Bauer
North Avenue
Jacques Penné
Moore Jewelers
Eddie Flower
Haupman Leathers
Bergan Sax
Denim Depot
All That Jazz
Toe Tappers

SPRING FASHIONS

For fashions that suit any style **NorthGate Mall**

FIVE HOUR SALE!

Save 25% on all new releases this Saturday from 12 to 5 p.m. Don't miss it!

Radical Records
Westin Plaza

Be The Center Of Attention

and Walk Away $50 Richer!

Lip Sync Thursdays at
The Night Gallery
Starting at 8:00 p.m.

Must Be 21 years of age to enter.

1402 South Munson Blvd.

STEP ON IT!

20% off Val-U Insulation
25% off MetalMan Trash Cans
Save Thru Mar. 13
30% off Wood Sealers
20% off Walden Primer
15% off Patio Furniture
10% off Rollers & Brushes

Hurry out – you won't want to miss any of these spectacular bargains.

5 oz. Sticky Nail	$5.99
12 ft. Garden Hose	$9.99
Warco Hammers	$7.99
Schooner Door Locks	$15.69
Wizzard Shower Heads	$39.98

While supplies last. Sorry, no rainchecks.

Hammard's
Your Local Home Improvement Store
6145 Hillside Drive

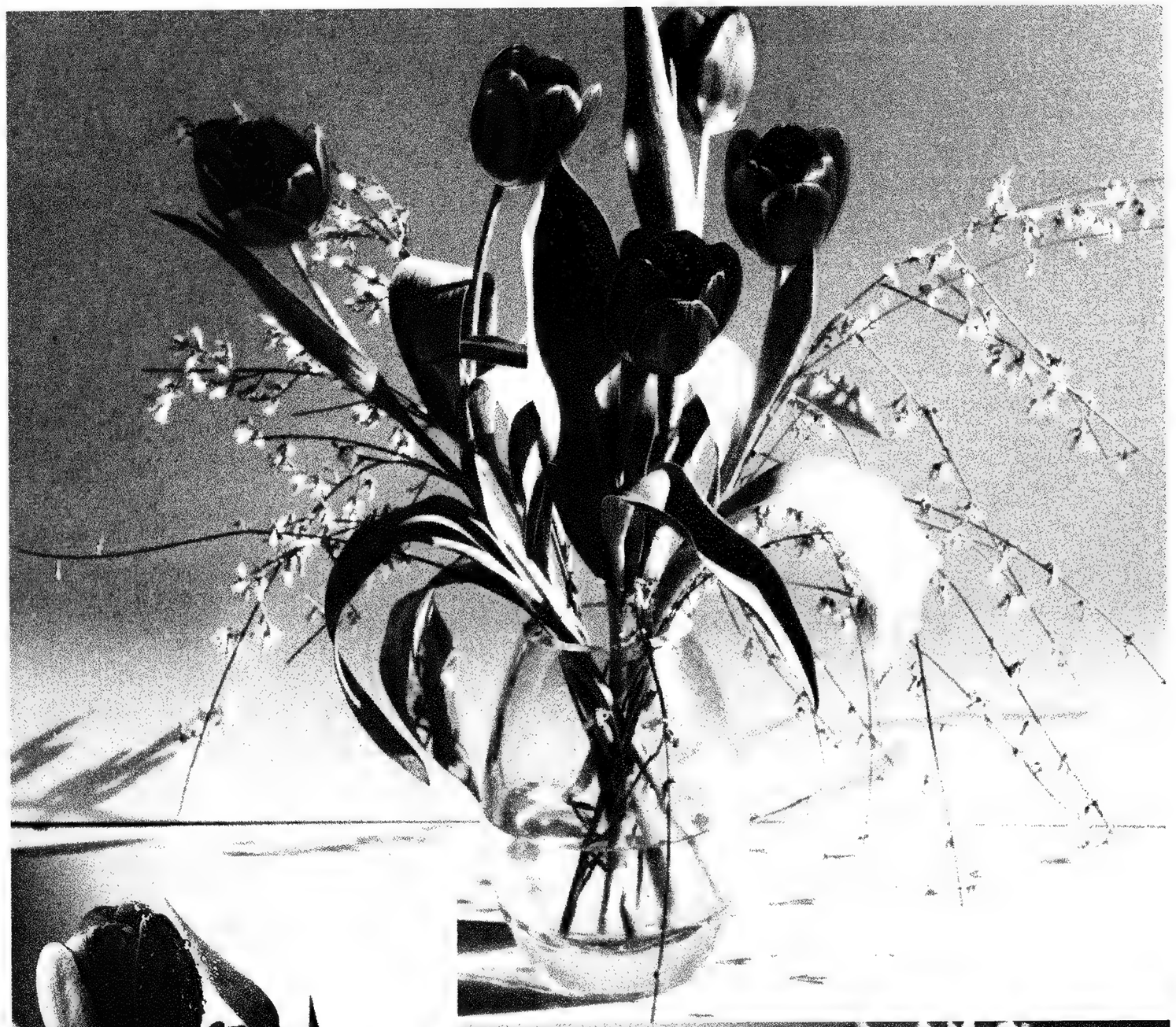
Open 7 days a week
8 a.m.-5 p.m.

Parking behind store
Delivery available

Attention electronic subscribers: A different image was inadvertently substituted for this duotone on this month's CD. The image that appears here will be provided in the Extras folder of your April 1994 CD.

COLOR PLATE

003D0394.EPS



003P0394.TIF (Gray Scale)

BLACK PLATE

CD-ROM EPMS03/94

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Special Easter Sale

Special Easter Sale

Erin Go Bragh

158F0394.EPS

© DG 1994

137F0394.EPS

Erin Go Bragh

158F0394.EPS

© DG 1994

137F0394.EPS

© DG 1994

It's time to wake up to
Spring Specials

© DG 1994

152A0394.EPS

Hey! Look at This!

© DG 1994

150A0394.EPS

ST. PATRICK'S DAY
Parade of Savings

© DG 1994

143A0394.EPS

Clean Up on these Great Deals!

© DG 1994

146A0394.EPS

Take Your Pick!

Take Your Pick!

Take Your Pick!

© DG 1994

136S0394.TIF

136L0394.TIF

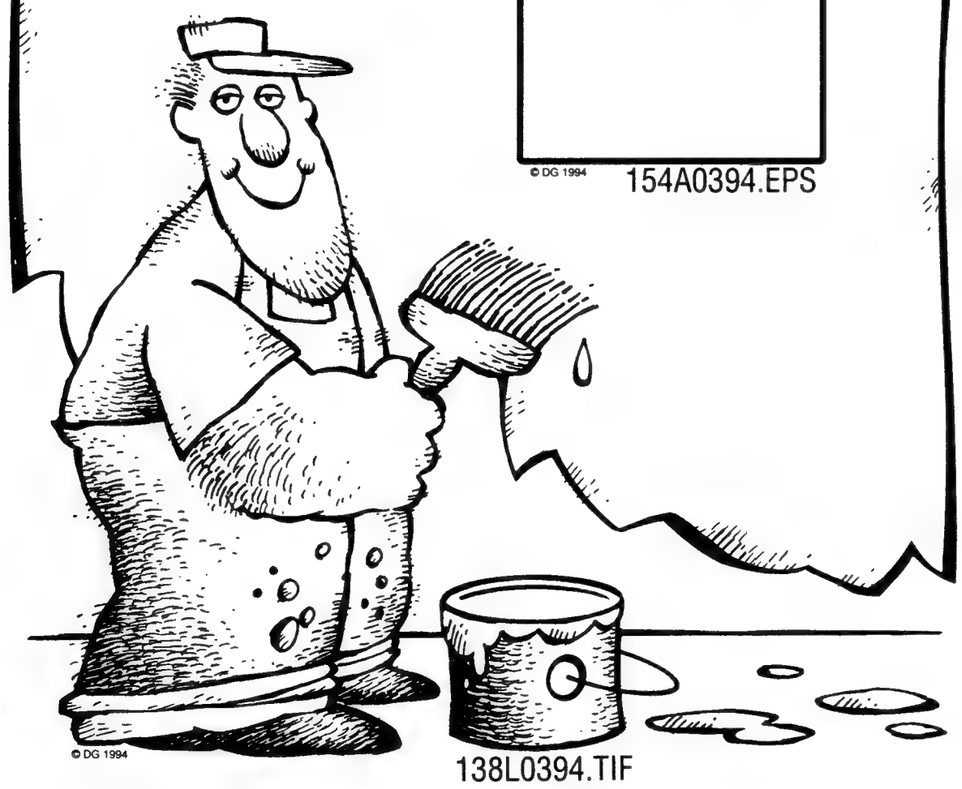
© DG 1994

SPRUCE UP for Spring

SPRING CLEAN-UP Sale

© DG 1994

154A0394.EPS



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138L0394.TIF

Hurry in for
Savin' O' the Green!

144A0394.EPS

© DG 1994

Read all about it...

149A0394.TIF

© DG 1994

139L0394.TIF

© DG 1994

COUNTRY charmers

COUNTRY charmers

Erin Go Bragh

© DG 1994

156A0394.EPS

139S0394.TIF

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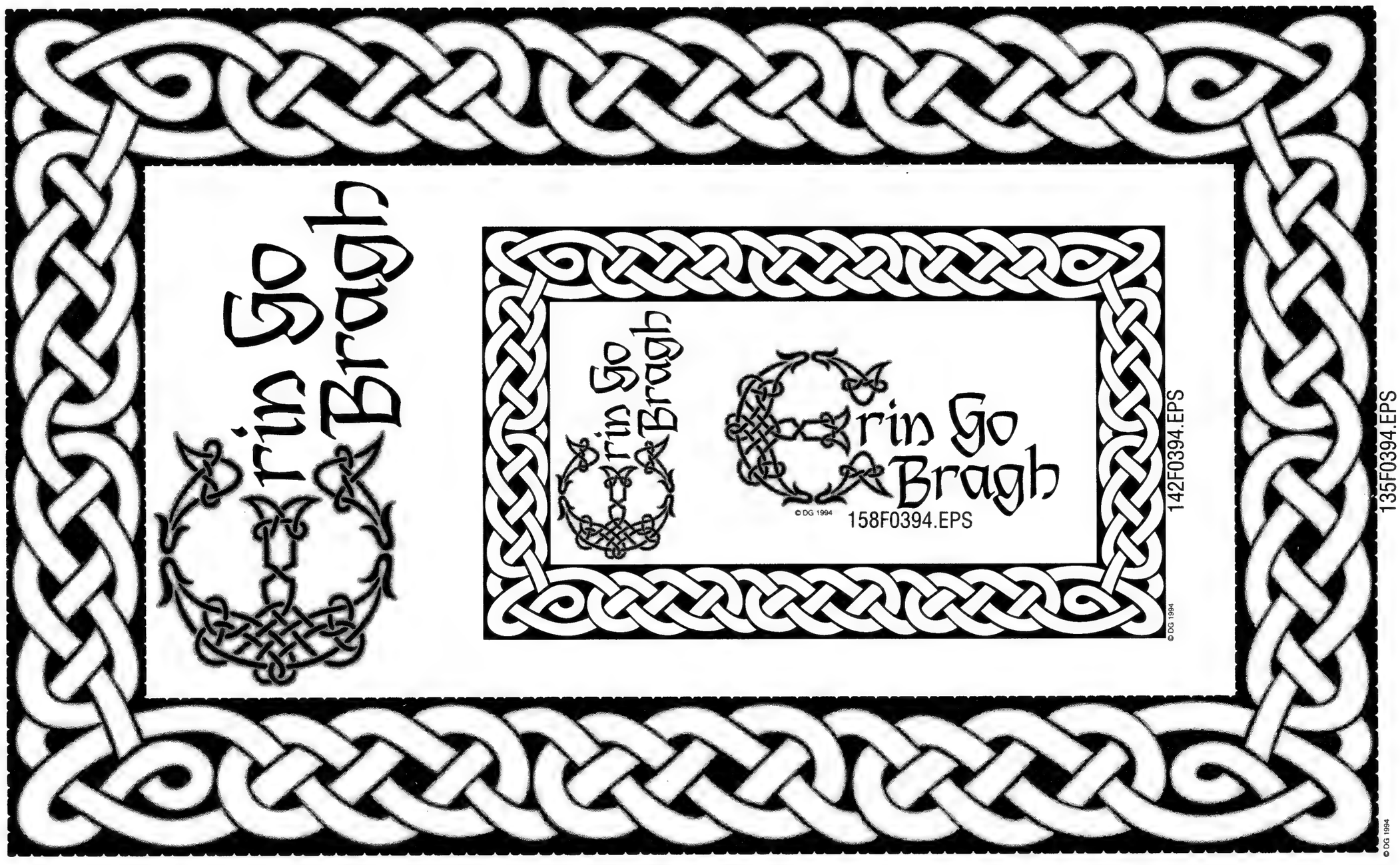
© DG 1994

© DG 1994

160F0394.EPS



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135F0394.EPS

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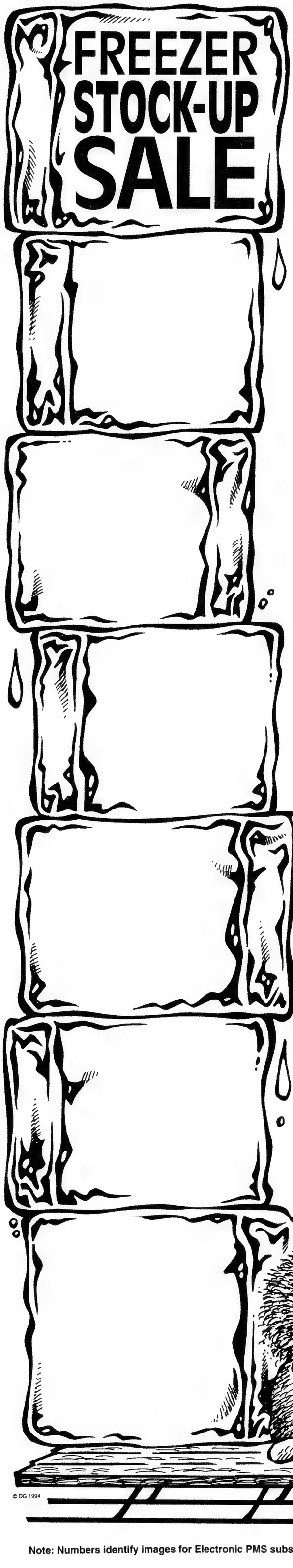

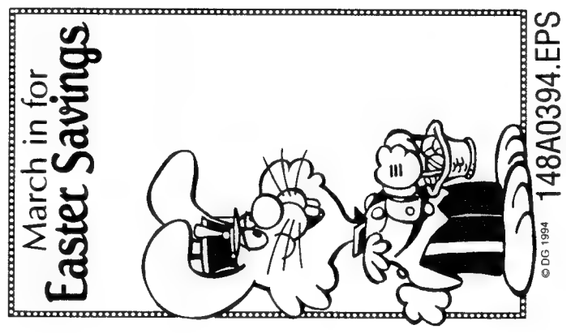

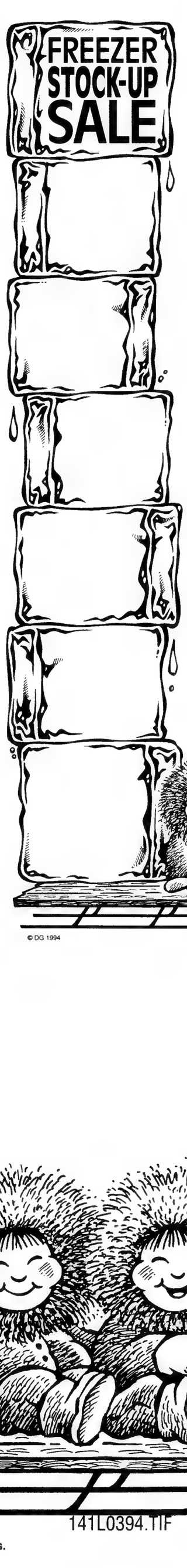

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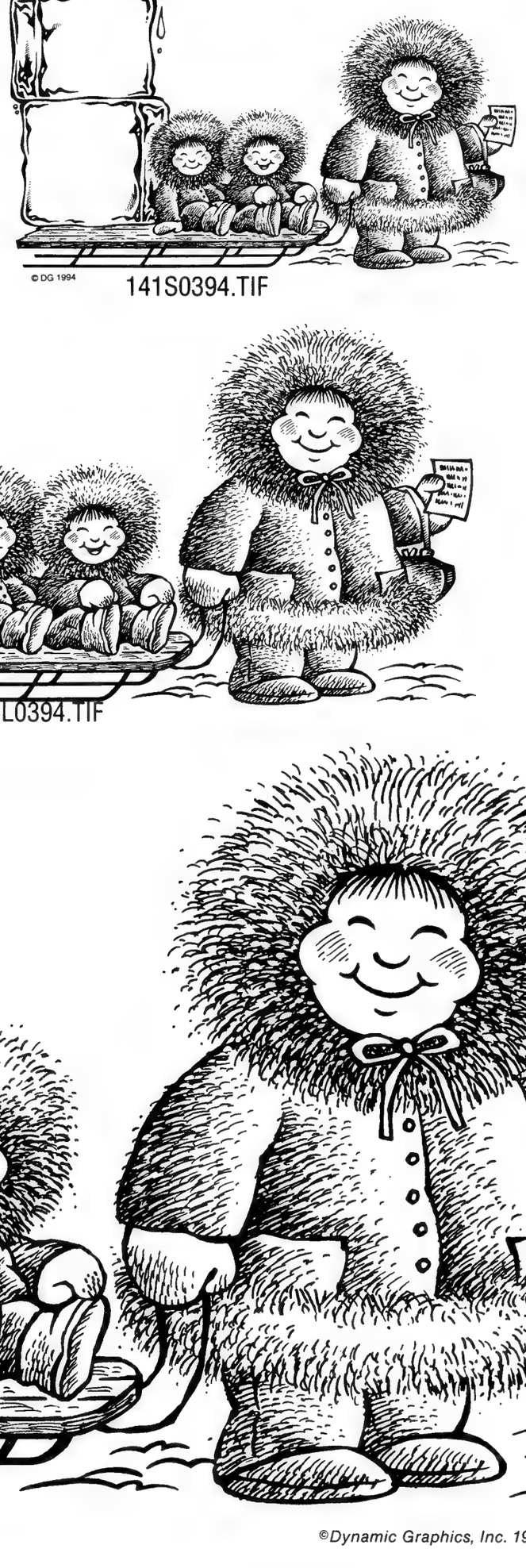


141S0394.TIF

141L0394.TIF

141L0394.TIF

EGGSTRA SPECIAL
161F0394.EPS
© DG 1994

Red carpet SALE

162F0394.TIF

© DG 1994

Red carpet SALE

© DG 1994

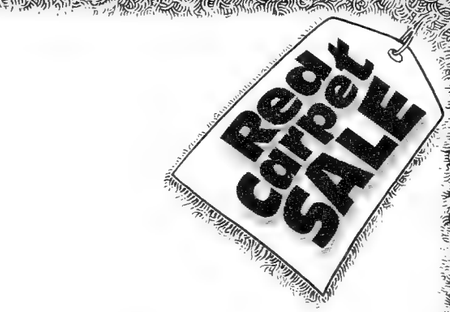
162F0394.TIF

Red carpet SALE

Red carpet SALE

© DG 1994

155A0394.EPS



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140S0394.TIF

Easter BUNNY Bargains

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145A0394.EPS

Modern charmers

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163F0394.EPS

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140L0394.TIF

ELECTRICAL

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157F0394.EPS

PLUMBING

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LIGHTING

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LAWN & GARDEN

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PAINTING

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HARDWARE

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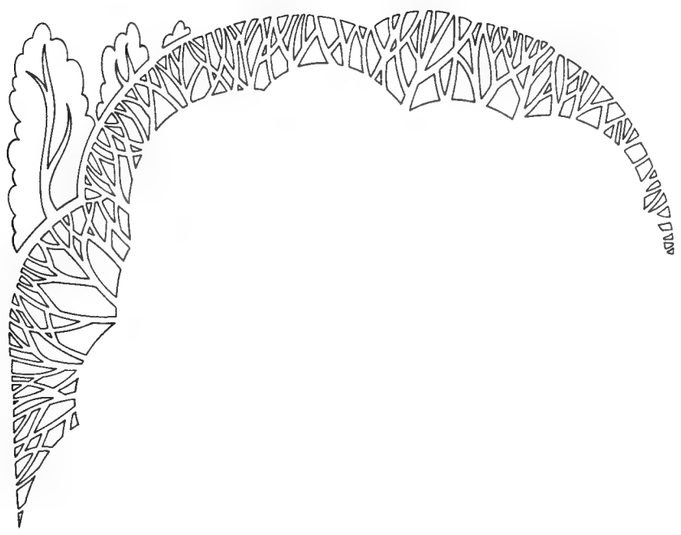

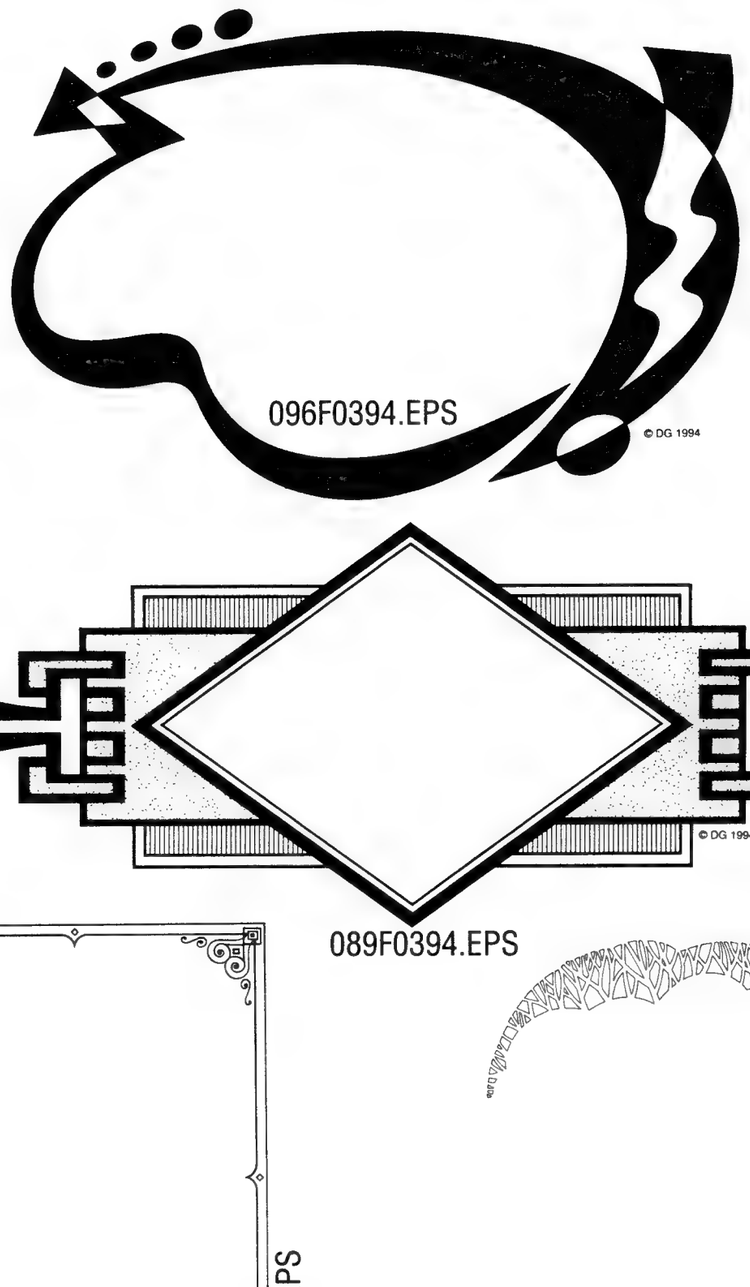

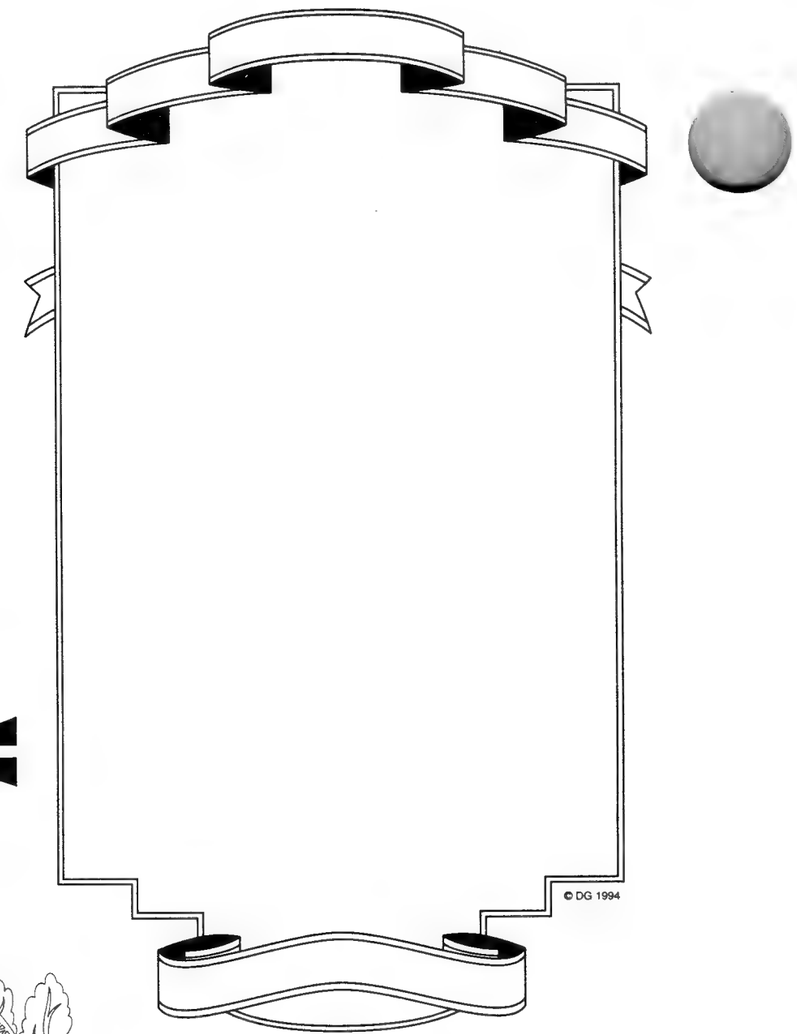

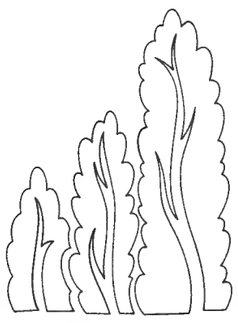

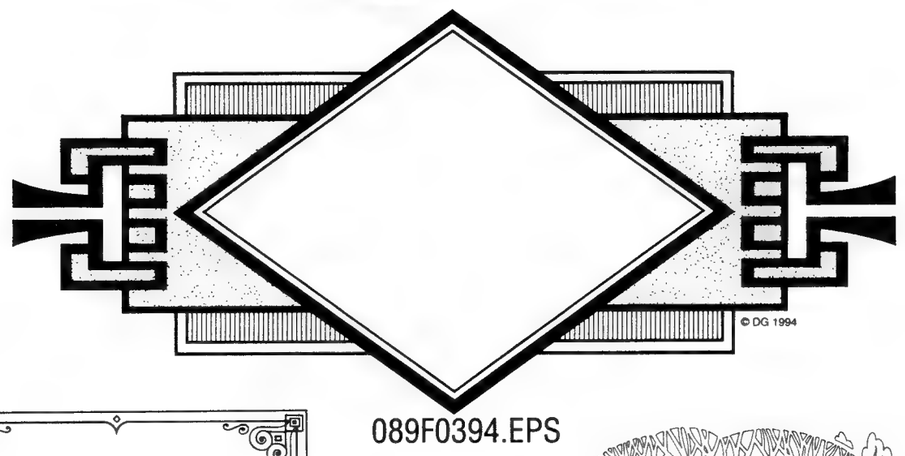

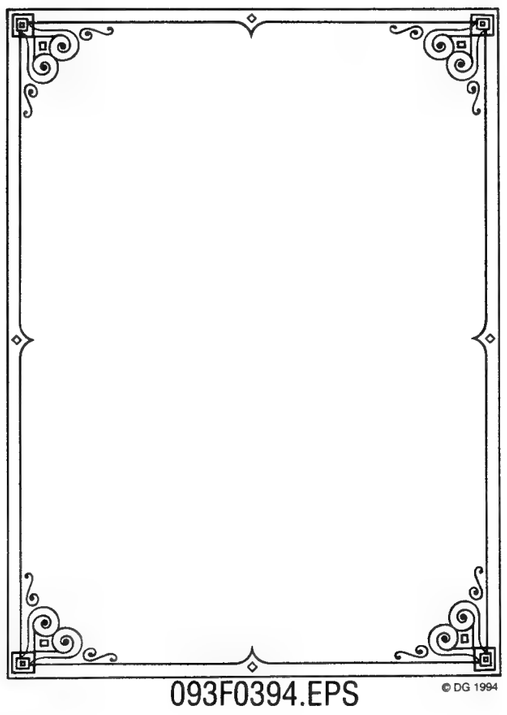

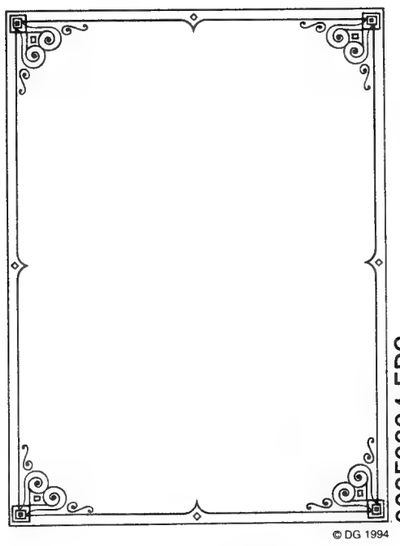

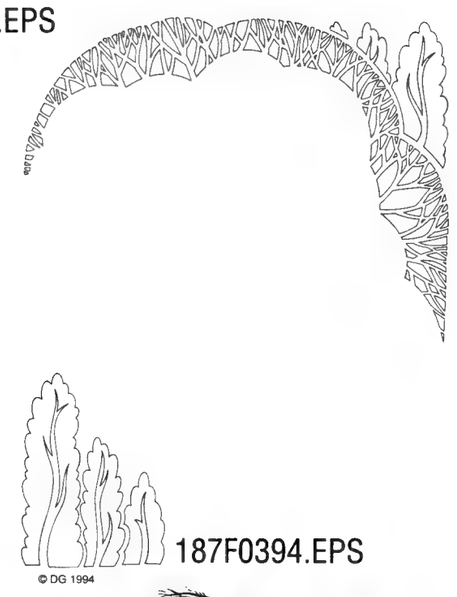

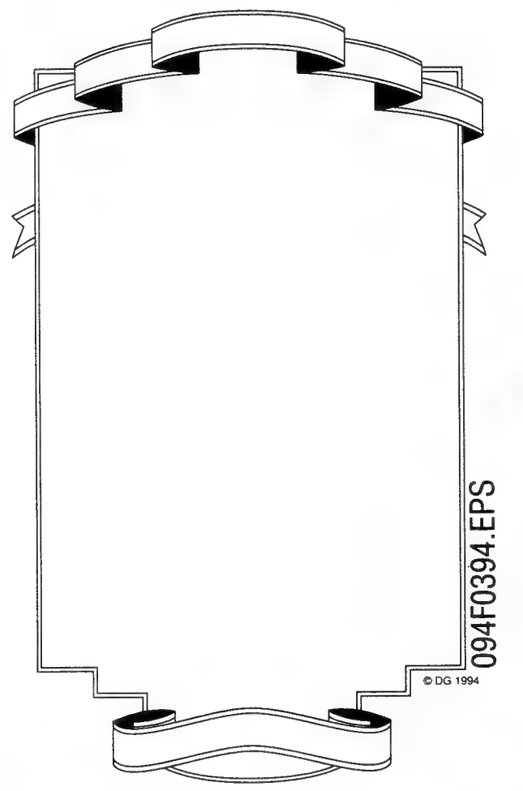

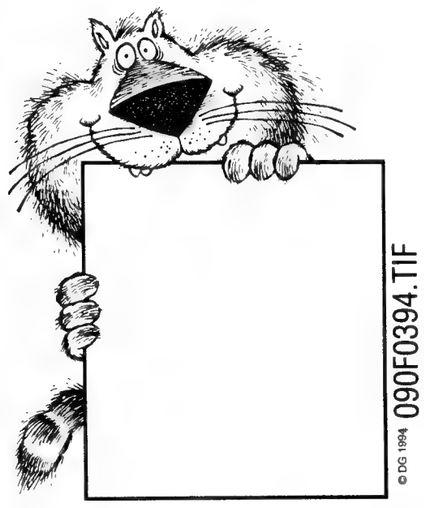

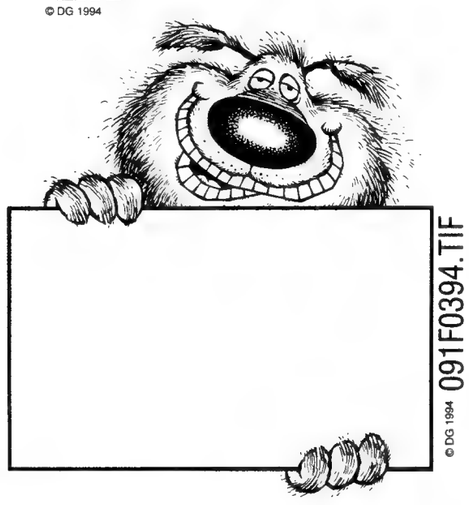

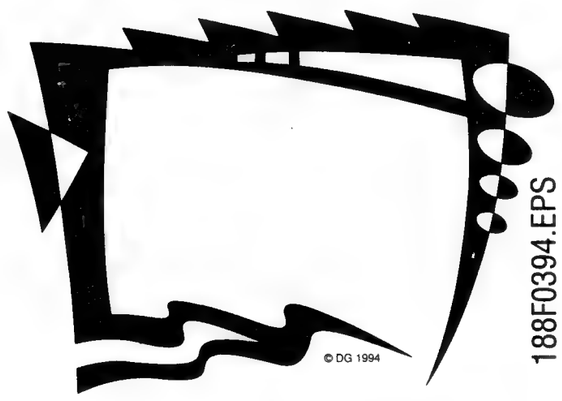

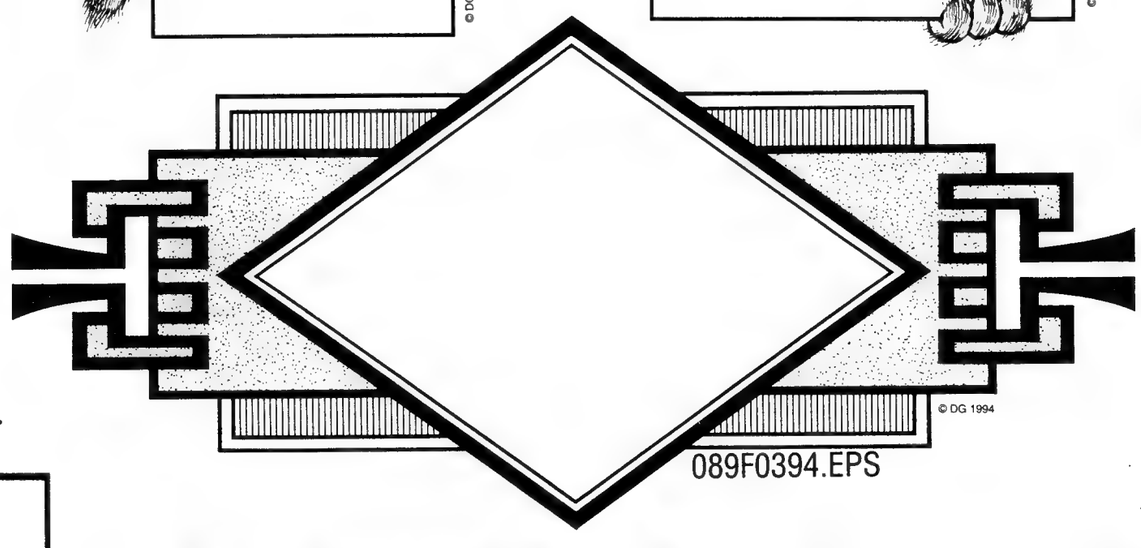

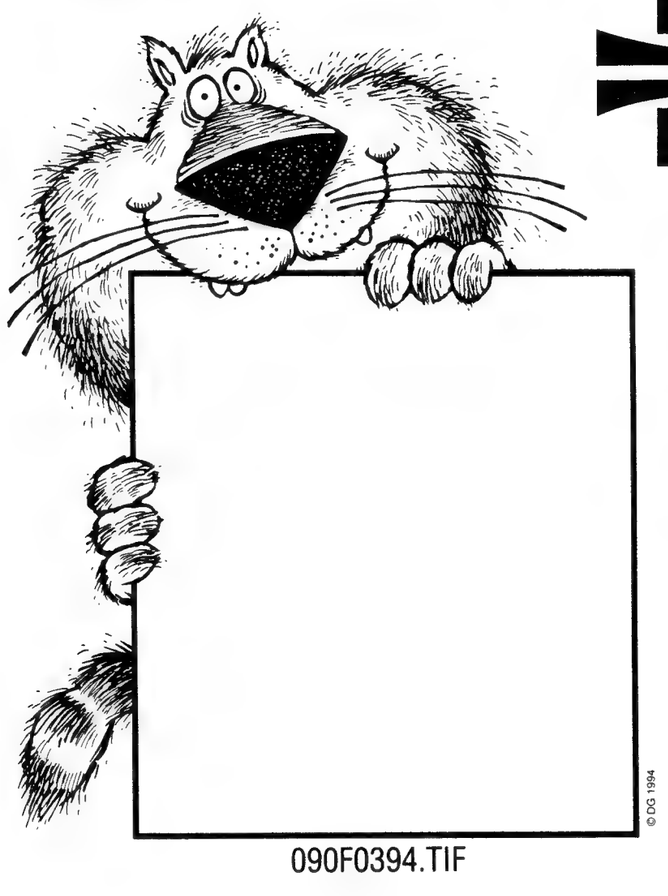

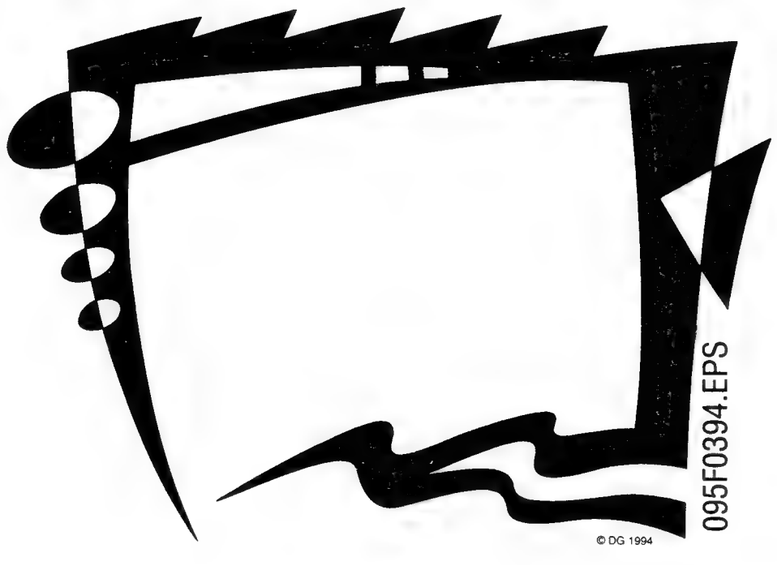

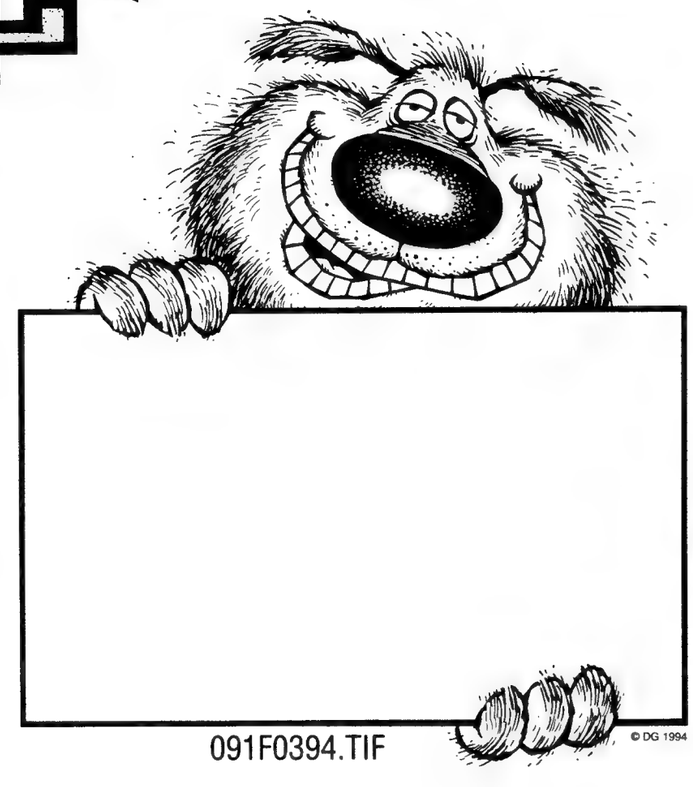

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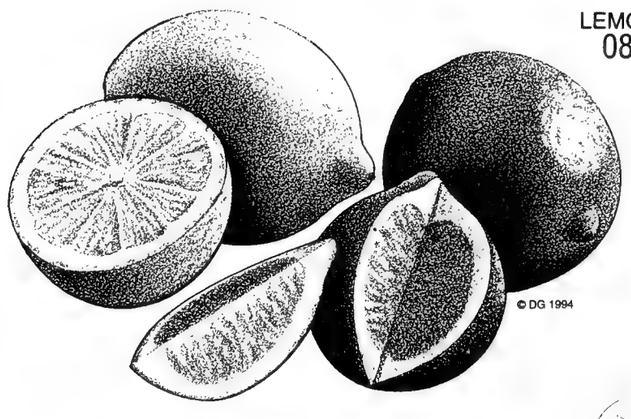
CD-ROM EPMS03/94



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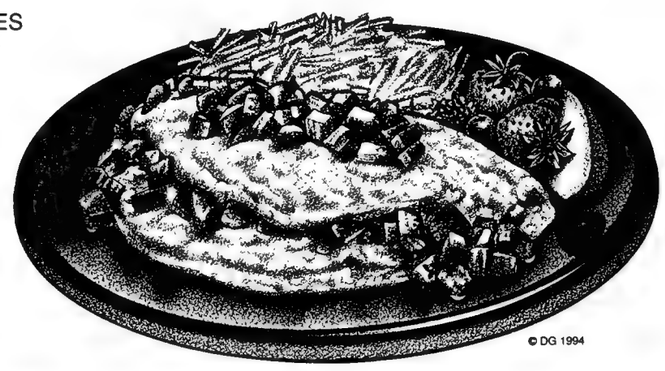

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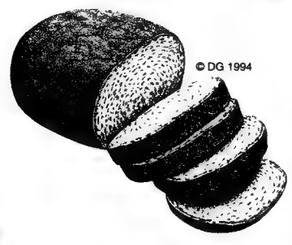

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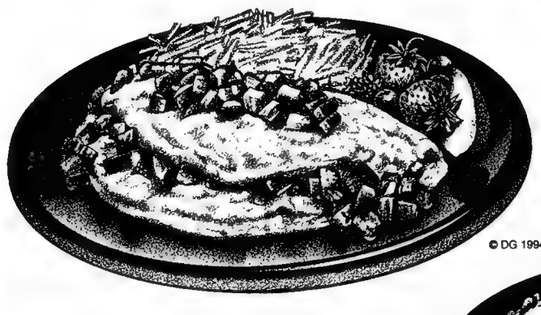

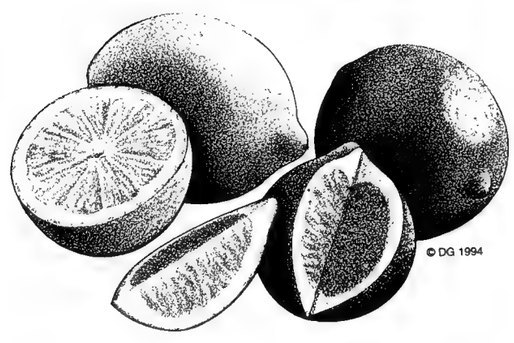

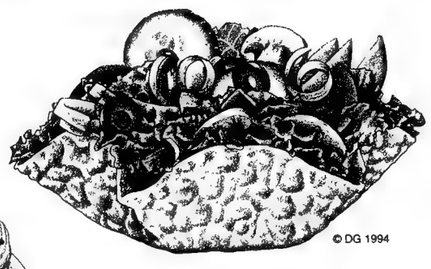

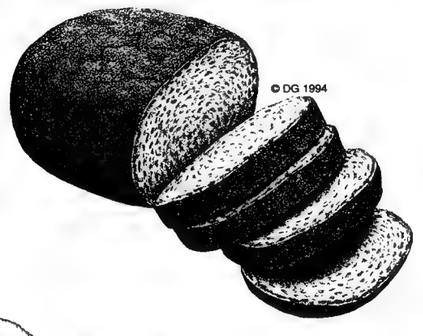

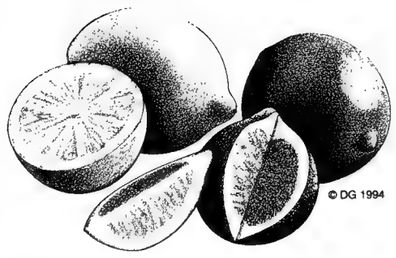

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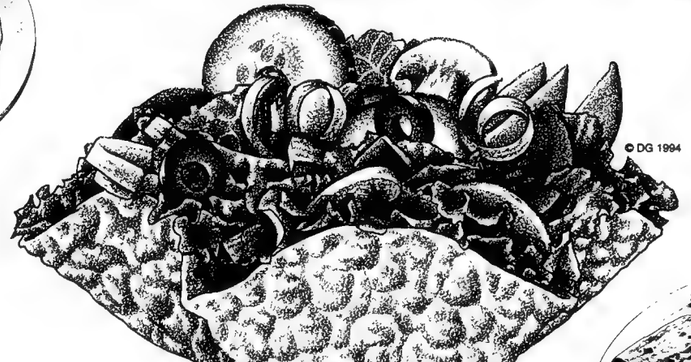

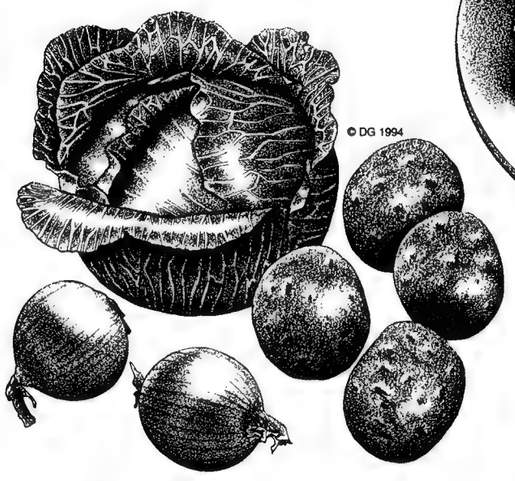

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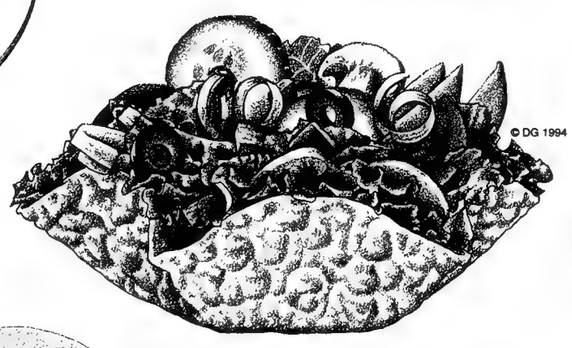

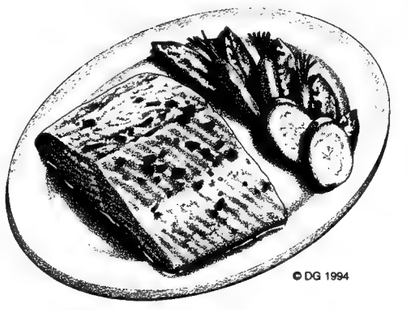

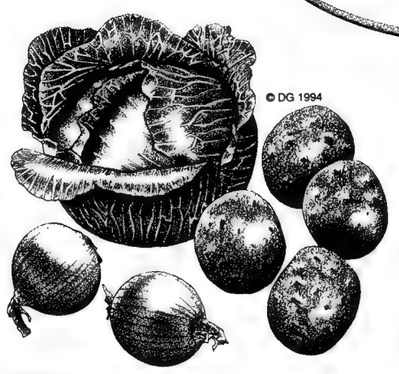

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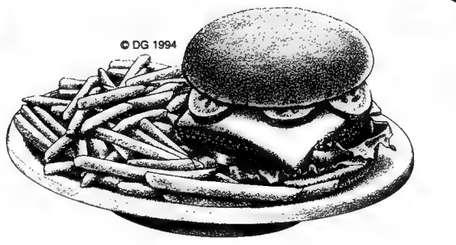

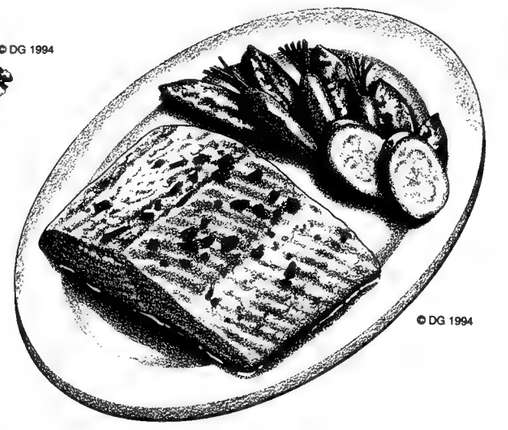

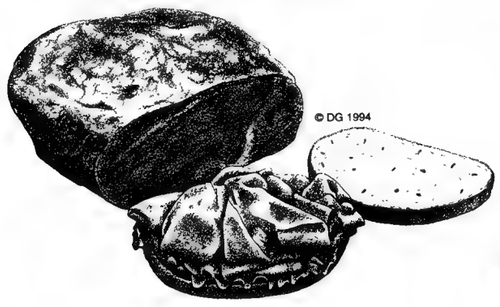

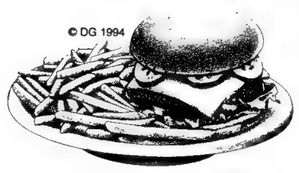

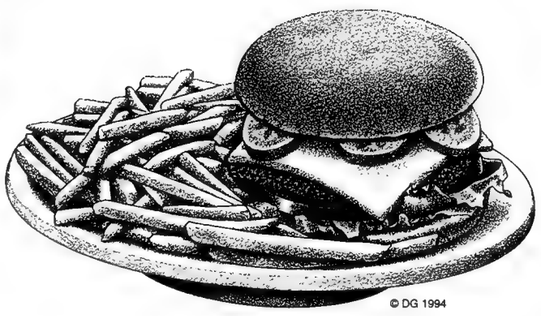

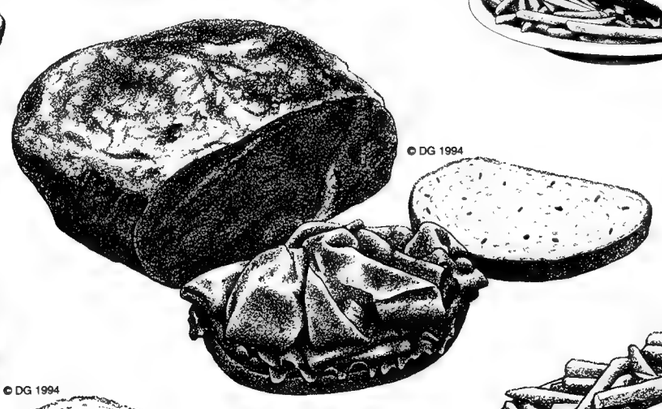

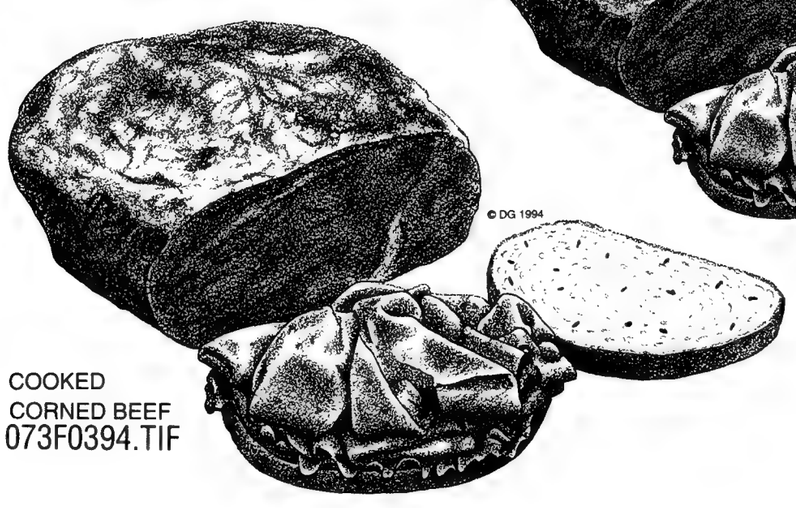

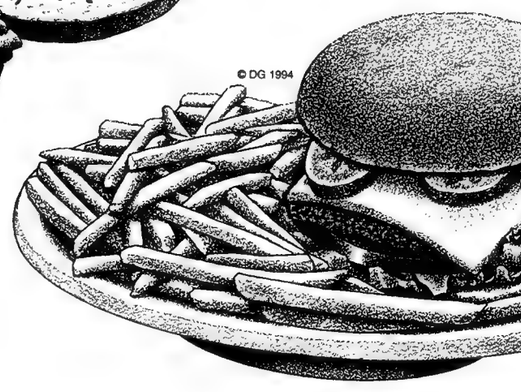

COOKED
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CHEESEBURGER AND FRIES 078F0394.TIF

SALMON STEAK
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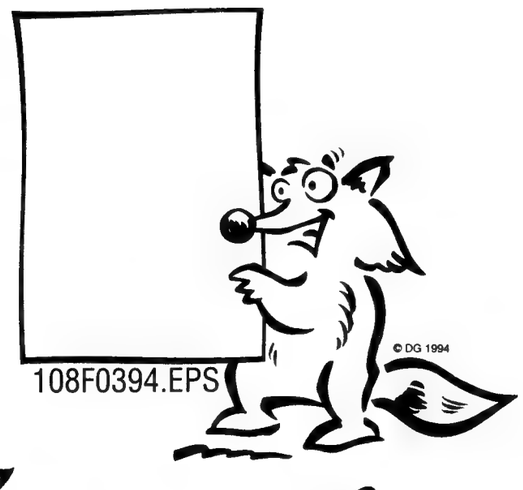
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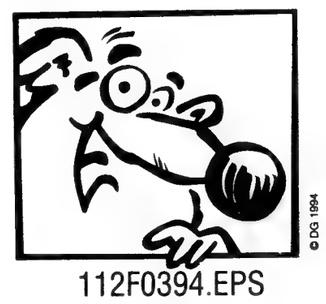
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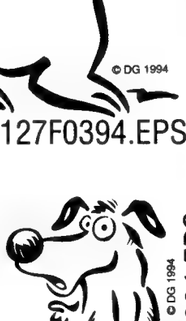
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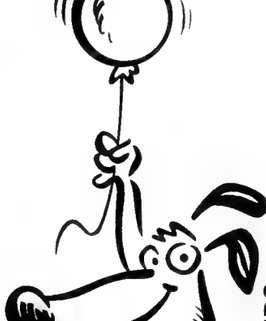
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BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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BICYCLE SALES & SERVICE

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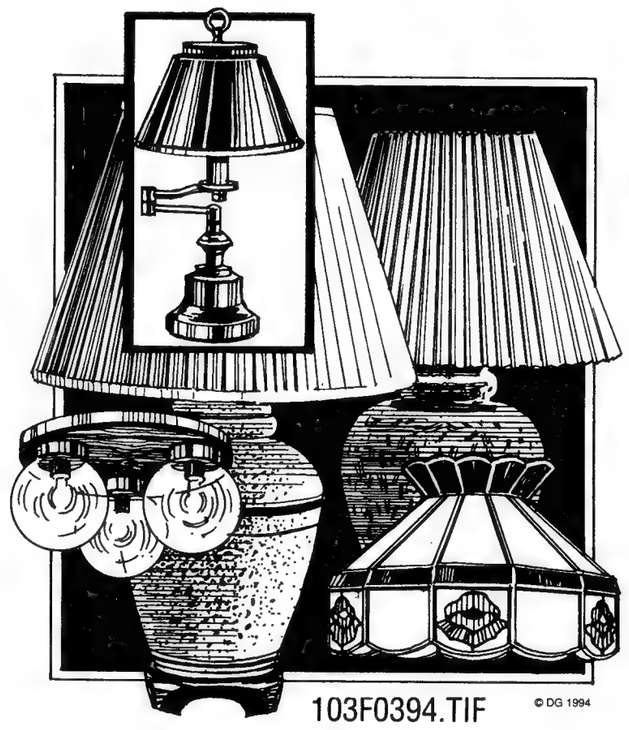

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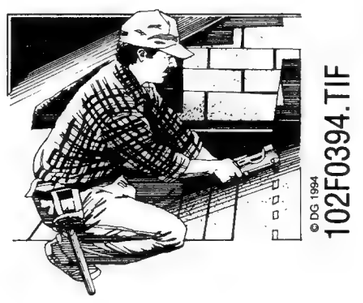

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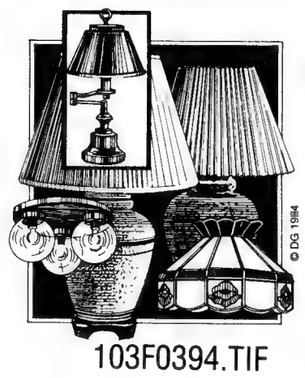

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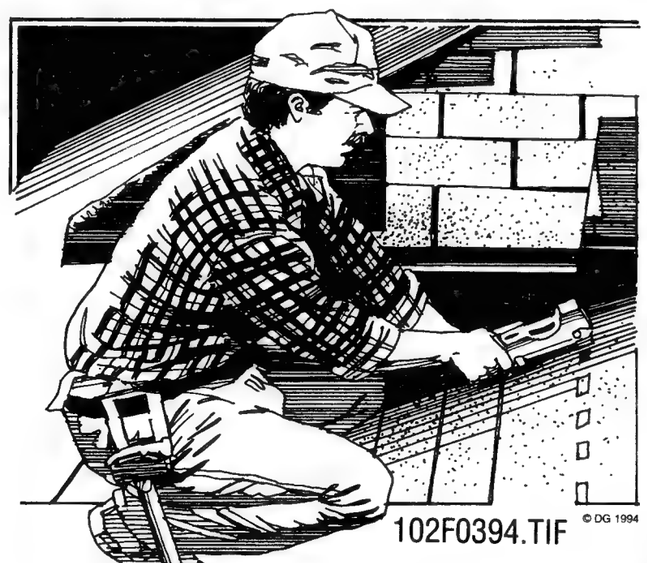

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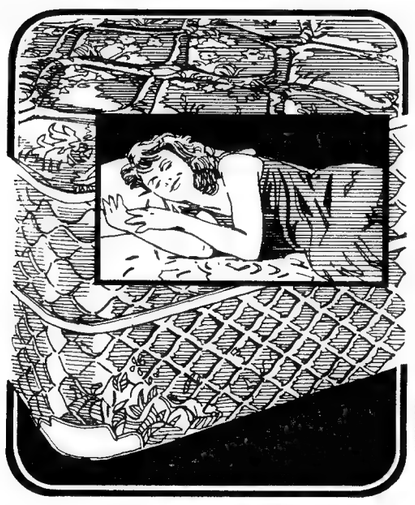

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BATH FIXTURES

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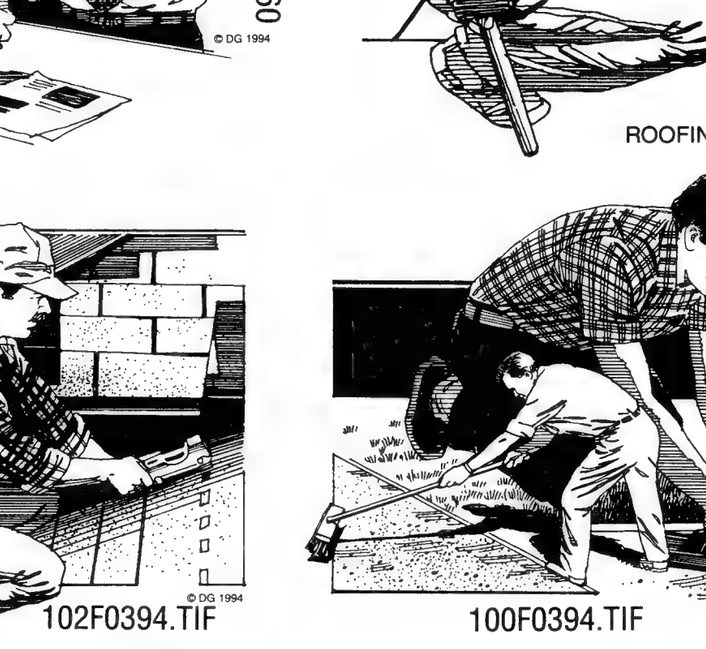

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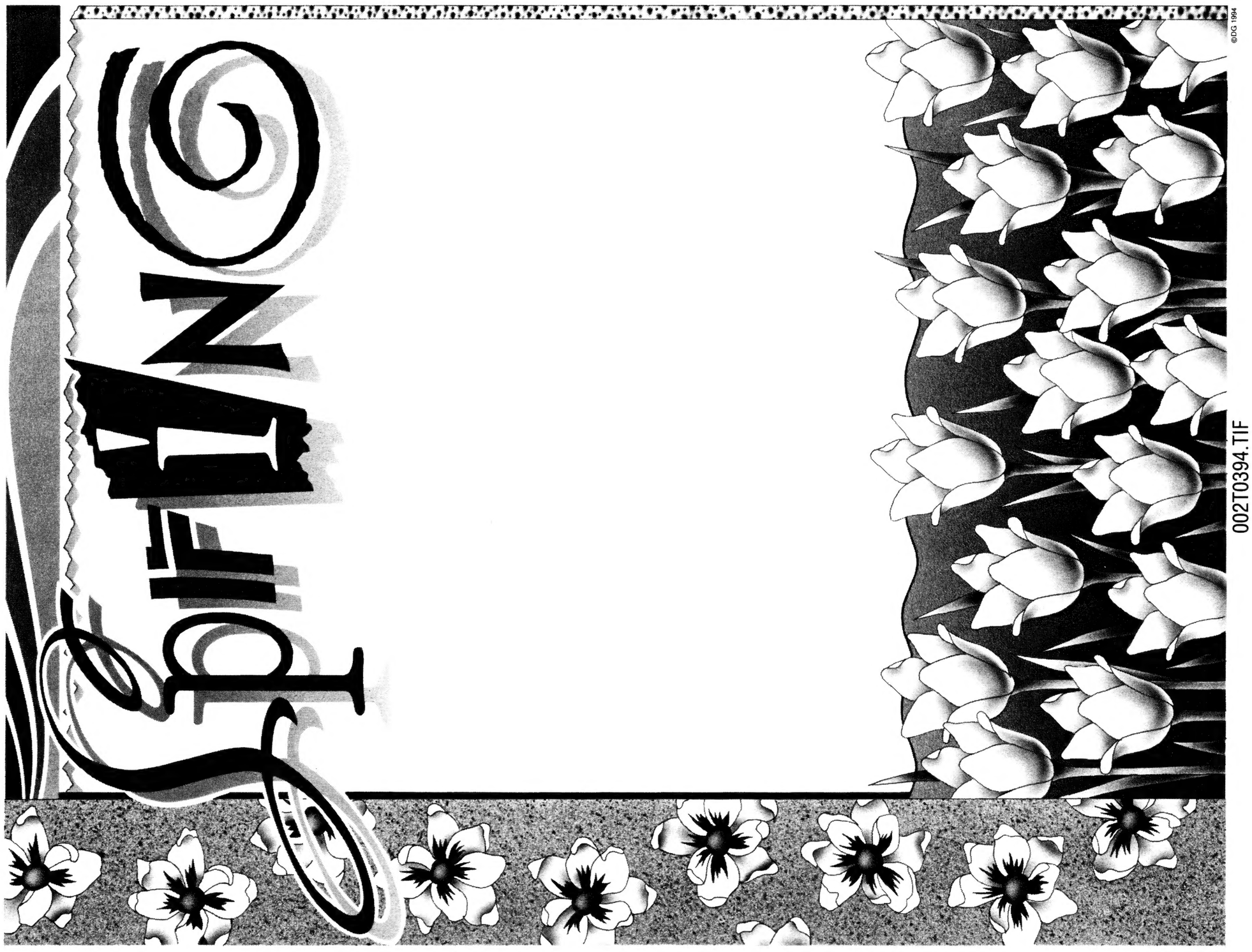
CONCRETE CONTRACTORS



Shown below is the full color proof of the color separations appearing on pages 27 and 28.

©DG 1994

• RED PLATE

©DG 1994

• YELLOW PLATE

• BLACK PLATE

• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

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